

PRINTERS' INK

Registered U. S. Patent Office



A JOURNAL FOR ADVERTISERS

VOL. CLXVI, No. 3

NEW YORK, JANUARY 18, 1934

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Compiled for our own Business

INDISPENSABLE TO ALL BUSINESS BUILDERS

EACH year, at this time, American business sits up and asks—"Isn't it time for the new edition of Ayer & Son's Directory of Newspapers and Periodicals?"

Now in its sixty-sixth year of continuous service, this work has become an indispensable tool to those who plan and execute sales and publicity campaigns. To them we are glad to announce that the 1934 volume is off the press.

To those unacquainted let us say that this book contains an exhaustive inventory of the natural resources, farm and industrial wealth and products, and of the consuming public of the United States, its Territories, Canada and the West Indies.

To elaborate—this volume puts the business engineer in possession

of data from which he can construct an intimate picture of each state, each county, each city and town in the United States, Can-

ada and the West Indies in which a newspaper is published. In short—American markets and how to reach them via the printed word.

The 1934 edition is thoroughly revised, edited and brought up to date. The great number of suspensions, consolidations and additions in the publishing field during 1933 render previous issues obsolete.

The Directory is published primarily to guide ourselves in the intelligent serving of our clients. A limited number of copies is available to others who order promptly. \$15, postpaid in U. S. and Canada.

This year, as last, there will be no thin-paper edition, nor will there be any mid-year supplement. For further particulars address the publishers—

N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London



Cash on the counter, \$27,000,000* of it, has created a buying wave in Iowa among all classes! The state maintains its enviable role as a business bright spot! If you would sell in Iowa put your message before The Register and Tribune's 238,331† prospective buyers . . . a select group . . . people with money.

*U. S. Corn Loans to Jan. 10th.

†December average 248,000.

The Des Moines Register and Tribune
238,331 Daily - A.B.C. - 211,638 Sunday

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PRINTERS' INK

NEW YORK, JANUARY 18, 1934

This Week

DESPITE the activities of those who seem to feel that they care not who writes the nation's copy so long as they can scandalize a nation's merchandise, advertising does seem to be looking up.

For instance, men who use it still believe in it as an ethical tool of business. Testifying from the experience of his own organization, C. R. Palmer, president of Cluett, Peabody & Co., sets up the thesis that **buying by brand is better than buying by specification**. By revealing information of a kind not ordinarily made public, Mr. Palmer proves his case.

* * *

In advertising volume, 1933 was no record-breaker. Bank holidays inspire no business optimism. Though business was convalescing, the patient seemed in no mood to go out and buck a cord or two of wood. Yet last year's advertising—and we list this week the **150 leading magazine advertisers of 1933**—discloses that, despite bad business weather, a great deal of wood was cut by *somebody*. Expenditures by individual enterprises went well into the millions, with General Motors topping the list with an outlay of \$3,703,011.

* * *

And there is reason to believe that all **advertising**, encouraged by heavier volume of space for the automotive industry, will go **much higher in 1934**. Super-salesman R. H. Grant, General Motors vice-president, views with gratification the automotive industry's technical advance. "The public," says the pleased Mr. Grant, "wants changes, and the salesman and advertising man are called upon to get the worth and value of those functions in front of the public."

And finally, to complete the cycle, this week unveils a new, prospective advertiser whose entry into the art holds bright promise of confounding the Tugwells and Schlunks who have been speaking so loudly and so feelingly in the fellow's behalf. Speak for him they must, they say, because he cannot speak for himself. But now he does speak. Who is he? He is **The Consumer!**

To cigar manufacturers, the Cigar Makers' International Union, which is affiliated with the American Federation of Labor, offers to contribute to a fund of \$50,000, to be used by the manufacturers to help advertise cigars. In return the workers ask the promise that the manufacturers will not oppose complete unionization.

Say the workers: "The fund is small. We hope the principle will be significant." Significant, indeed! Any issue is significant when the **consumer collaborates in advertising**.

* * *

Then, there's money. Tory die-hards to the contrary notwithstanding, **inflation can be honest**. Thus reasons Edward Tuck, founder of the Tuck School of Business Administration at Dartmouth. Mr. Tuck is blunt. "The new-fledged theories of a 'managed currency,'" he says, "are vain and empty. Nature, alone, not man, can be trusted with the vital problem of the world's money supply." Bimetallism, Mr. Tuck insists, is not an expedient but "a world-wide specific for the ills that have befallen all the nations."

* * *

Dr. Dan B. Brummitt, who edits the Central and Northwestern editions of *The Christian Advocate*, has been editing church papers for

twenty or thirty years, nor lost the common touch. He sees, sharp-eyed, the doings and the goings and comings of the secular world—and knows more about merchandising than do many merchandising men. As products of the **Goodwin Plan** (which has been touched upon in **PRINTERS' INK's** pages before this) he sees rancor and ill-feeling. Ultimately, he believes, the plan will fail, just as did a similar plan of John Wesley.

* * *

James Rorty, who used to be an advertising man, himself, wrote a piece for *The Nation*, in which he locked horns with Roy Dickinson, who, in **PRINTERS' INK's** pages, has been crusading against what used to be the Tugwell, but now is the **Copeland Bill**. Mr. Rorty, who is about to bring out a book (adv),

is pretty mad about advertising. He seems to harbor the suspicion that practically all advertisers are disciples of Munchausen. This week, Mr. Dickinson answers Mr. Rorty's *Nation* piece and volunteers a few facts appertaining to the fairness of **PRINTERS' INK**.

* * *

Life-Savers, Minit-Rub, Hartford Steam Boiler Insurance and International Agencies, Ltd., accounts change * * * **Campbell** to introduce two new soups * * * **Mars, Inc.**, appoints new agency and announces extended advertising plan * * * **Colgate-Palmolive-Peet** to move offices East * * * **Gerber Products** announce largest advertising program * * * **Ford** outlines dealer advertising plan * * * **National Canners** to start co-operative campaign in February.

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Cheerful notes on recent
ADVERTISING and SALES
 in the Providence Market:



16½ Million Lines of Advertising in 1933
 carried by the Journal and Bulletin

84% of the Total in Providence newspapers

Journal-Bulletin 6-day Advertising Volume
 Second Largest in New England

A GAIN (small, but . . . !) dating from August

Providence Dept. Store Sales, last half of '33
 5½% above 1932 period



Journal-Bulletin 1933 Automotive Lineage
 Largest in New England

Sunday Auto Lineage Second Largest in New England

Rhode Island New Car Sales, last half of '33
 nearly double those of '32 period

Total Registrations hit Record High for year

Journal-Bulletin 1933 Classified Lineage
 Largest in New England

Providence Journal & Bulletin

Dominating New England's Second Largest Market

CHAS. H. EDDY CO.

Representatives:

R. J. BIDWELL CO.

Boston • New York • Chicago

San Francisco • Los Angeles • Seattle



$\frac{2}{3}$ of Ad Dollar in One Newspaper

OF all money spent for advertising lineage in Milwaukee newspapers in 1933, more than two-thirds was invested in space in The Milwaukee Journal.

As a producer of sales for advertisers in the Milwaukee market, The Journal stands alone because its circulation is built on reader interest alone—goes home and stays home—contains no duplication or waste—parallels buying power—leads both in volume and in buying readership.

THE MILWAUKEE JOURNAL
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Why Buying by Brand Is Better Than by Specification

Some "Inside Stuff," Confounding to Professional Friends of Consumer, Which Proves the Point Neatly

By C. R. Palmer

President, Cluett, Peabody & Co., Inc.

RECENTLY at Troy was held a meeting of our district sales managers and company executives. The purpose was to go over sales plans for the coming year.

Each man who attended this meeting received an unusual document in the form of a loose-leaf binder. On the cover, in gold, were the words, "Report of Production Departments to Sales Department." Inside was an astounding miscellaneous collection of data.

With the binder was a letter addressed to sales managers which said, in its opening paragraph, "We, here at the factory, hope that whenever you come to Troy you are interested in finding out what new things have been done to make Arrow Products better. We hope that you have seen at least some evidence of improvement. We are trying our utmost to help you in every way we can, and we really want you to know about it. That is why we have prepared this report. If you read the opening page you will know the attitude that prompts us in all that we do."

The first page had this significant statement:

We, at the factory, have always been actuated by the knowledge that the sales department is our one and only customer. We realize that only by pleasing our own sales force can we hope to please their customers. We know that only by justifying the confidence of our own salesmen can



C. R. Palmer

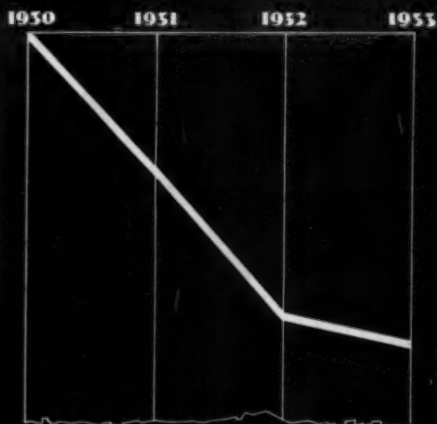
we justify the faith of those who buy our merchandise. We are aware that only by convincing the sales and advertising departments of the progress in Arrow Products can the public be convinced.

With this in mind, this report is submitted. It tells of some of the recent accomplishments. It reports of the public acceptance of recent offerings, and mentions some of the developments under consideration.

In a day when branded merchandise is under fire from self-elected defenders of the consumer, there is much food for economic thought in the report made by the production departments to the sales department.

Here, in black and white, was a record of what just one company had done during the year to make its products give better service and better value to the consumer. Furthermore, this effort to improve products continually is an indication that the company realizes that

Sometimes the best way is to look back

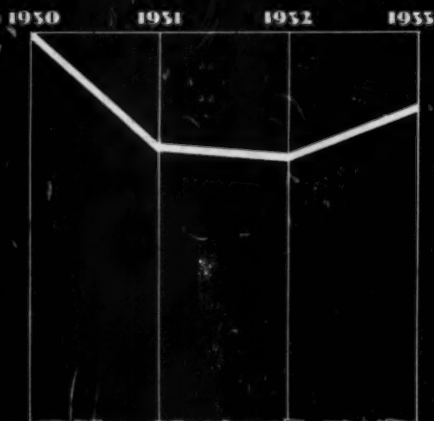


*National advertising in
newspapers*

The chart on the left is not particularly encouraging. It shows a sharp and drawn-out loss extending from 1930 to 1932. In 1933, the loss continues, but it is smaller. . . . The chart on the right is more stimulating. Here the downward line changes its course a year earlier, and for 1933 turns definitely upward.

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*National advertising in newspapers
through J. Walter Thompson Company*

encour throughout the depression, newspaper copy pre-
extended by this agency found a responsive market for
continues a wide variety of products. It is literally true that
ore still earnings of many clients equaled or exceeded
ts course of the best previous years.

y upw **ALTER THOMPSON COMPANY • ADVERTISING**

retailers are just as much consumers as the people who buy from them.

This report should further strengthen the belief held by a number of business leaders that the very fact of branded merchandise has a strong tendency toward a better product. The fact that a manufacturer places his name on his product and advertises it means that he is backing certain standards with his name.

Furthermore, any manufacturer who goes into the open market to deal with the consumer—and advertising is an important force in encouraging the manufacturer to study consumer needs—is bound to find the things to do to improve his product.

For instance, through our advertising of Arrow shirts and collars over a long period of years we have developed a certain intimacy with the consumer that is not enjoyed by the manufacturer who does not advertise. We frequently get letters from consumers telling us how they think our product could be improved, what we could do to make the product of more service to them, what we can add to the product to give it better value in their estimation.

As a result of this we have been able to build up a little consumer jury. This jury consists of people who have written to us and of others who have displayed an interest in the product. Therefore, when an improvement is made it is tried out on the consumer jury and the report watched for with interest.

The important fact here, of course, is not the jury idea or that we test our products, but that we have been able to build up the intimate relationship which makes the average consumer expect something superior in Arrow merchan-



What is the thing a million men look for in a shirt?

A million of America's well-dressed men have decided their shirtdom to the one simple rule—look for the Arrow label. A million men prefer the Arrow brand to any other they could wear.

For when men require something to wear, they want the best. They don't want to be torn and stained. They don't want to be uncomfortable. They don't want to be out of fashion. They don't want to be out of style. They don't want to be out of the world's best of shirts. They don't want to be out of the world's best of shirts.

There is no other shirt that does the proper balance of softness and strength. It is the only shirt that does the proper balance of softness and strength. It is the only shirt that does the proper balance of softness and strength.

There is no other shirt that does the proper balance of softness and strength. It is the only shirt that does the proper balance of softness and strength. It is the only shirt that does the proper balance of softness and strength.



Arrow Shirts—sanforized shrunk... a new shirt if one ever shrinks

The Sanforizing process, featured in this advertisement, is a direct result of a national brand's efforts to serve its customers better

disse and leads him to write to us about what we manufacture.

When the more rabid friends of the consumer begin to talk—as some of them already have—about consumers buying by specification rather than by brand they overlook an important fact and rather neatly put the cart considerably in front of the horse.

It is all very well for a group of scientists in the Bureau of Standards in Washington to set up certain standards of merchandise. This is a laudable activity and manufacturers could not complain greatly if the Government were to recommend that they follow certain minimum specifications in selling to consumers. As a matter of fact, most of the leading manufacturers in most lines today are making products considerably above minimum specifications laid down by scientific tests.

Where the so-called friends of the consumer put the cart before the horse is in their failure to recognize that it is the consumer who has the most to say about the

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Mr. F. can d. advert. to sel. blame the A. Sun. it are my w. word stores sell a everytise t. result.

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HUB FAIRCHILD BELIEVES

Mr. Fairchild believes that The Sun can do a real selling job for any advertiser who has a good product to sell in New York. You can't blame him for believing that. He's the Advertising Manager of The Sun. But his reasons for believing it are perfectly sound: "Don't take my word for it," he says. "Take the word of the New York department stores. They ought to know. They sell almost everything to almost everybody. And when they advertise they want *results* and quick results. If they don't know which

newspapers pull and which ones don't, who does?"

If you'll look up the records you'll find that the department stores place more advertising in The Sun, which is published six days a week, than in any other New York newspaper, including those that have seven issues a week. National advertisers located in St. Louis, Milwaukee, Chicago, Philadelphia, San Francisco and other parts of the country can make their New York campaigns more effective by following the advice of the New York department stores.

The  **Sun**

The Newspaper of Distinction in its Readers, its News and its Advertising

NEW YORK

specifications of advertised merchandise.

Take Arrow shirts as an example. Of course, we can go to considerable lengths in setting styles and in making improvements in our product. But it is the consumer who serves on the final jury.

For instance, our production department developed some identification labels which, in addition to giving our trade-mark, also left room for the laundry mark.

This, in itself, was a service, but we added to it by offering free a set of dry transfers with the owner's three initials on it.

Along with this development goes a specially designed shirt board, the patent for which is in the name of Alfred O. Buckingham, advertising manager of the company, which furnishes the consumer a postcard on which he can write for his transfer initials free of charge or can get three dozen woven name tapes for \$1.50.

Another interesting development has been the shirt pin. If there is one pet complaint that men have had against the shirt manufacturer it has been centered on pins which it is necessary for us to put in shirts before we send them out if they are to be received by the consumer in the proper condition.

Now a shirt pin is a mighty small thing, even if it is a source of annoyance. Inasmuch as all manufacturers of shirts were using the same kind of pins, there would seem to be no particular reason why a change should be made.

Our production department, however, felt differently, with the result that it developed a little ball-headed pin easy to grasp between the thumb and forefinger.

To date, the company has had literally dozens of letters complimenting it upon the new pin.

It isn't necessary to list all of the improvements that were mentioned in the report of the production department. Among them was a new type of collar, a new more serviceable label, an improved type of shirt, a new and better fastener for shorts, an improvement on the soft collar, an improved cuff and a number of other improvements,

some of which are still in the process of perfecting.

One of the most important developments ever made by our company was the introduction of the Sanforizing process which we developed in our own laboratories in our continued efforts to improve our product. Sanforizing, a mechanical process for controlling shrinkage, assured us of the possibility of advertising a shirt which would have permanent fit.

After inventing Sanforizing, we realized that it would be a boon to the entire textile industry where shrinkage was a problem and decided to license other finishers. The important thing to us is not that this was developed for the entire industry, but rather that we discovered the process in our efforts to serve consumers who were plagued by shrinkage. At the time we were seeking this, we had no thought of discovering a process that would be as far-reaching as Sanforizing is now proving itself to be.

This Letter Shows Attitude Toward Consumer

The attitude of the entire company is well expressed, I think, in a letter sent to a woman who had made the suggestion for the improvement of our product.

The first paragraph of this letter says, "If we did not think Arrow shirts could be made better tomorrow than they are today, we would lose a great deal of interest in our work. We consider it our obligation to make the shirts better and better. You would believe this if you could realize the time given to this objective and the many things that already have been done."

The point of this article, of course, to me is not that our company is always on the lookout to improve its products. We are proud of that fact and like to feel that we are a little ahead of most companies in our programs of improvement.

It is, it seems to me, more significant, that we as national advertisers feel obligated, in order

(Continued on page 72)

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Salesmen Can Be Trouble Shooters

Printed Formula for Handling Difficult Situations Proves Helpful with This Manufacturer's Customers

By Chas. G. Crabb

Vice-President, General Hardware Corporation

WHAT first got me thinking about it was a letter from an old friend of mine, president of the G. H. Brown Supply Co., one of our larger jobbing customers.

His letter read in part:

"... On checking into it, I discovered that your competitors were getting all of our business. So I called in our purchasing agent and asked him about it. He told me that since we had returned that one shipment that had come through with brittle castings, your salesman never called on us again—and so he gave the business to the other men who were constantly soliciting him."

So that was it! Our salesman had never called on that account after the trouble we had had.

I immediately checked the call slips of this man of ours. His reports showed that he had called on this account four times since the difficulty occurred—and each report was about the same in substance: "Well stocked—no re-orders required."

Well here was a fine situation! From one source the report came through that our man hadn't solicited the account—and yet he reported four distinct contacts, with an audience granted on each call. The fact that he was one of our star producers and an old man on the force made the puzzle even more perplexing.

This salesman was due to report in person to headquarters in two weeks—so we let the matter rest till then. When he arrived, and after we had gone through some of the proposed plans for the coming season, I suddenly asked him, "Say, Bill, what's the trouble with the G. H. Brown Co.? We haven't had any business from them during the last six months."

"Why, I've stopped in there on every trip," Bill replied, "but

they've always been stocked up."

I didn't answer Bill. I simply handed him the letter I had received from the president of the Brown company. Bill read the letter—then re-read it—then turned every color of the rainbow—and stammered incoherently, absolutely without a comeback.

I finally wheedled out of him the facts of the situation. It was a plain case of "cold feet." Bill felt that because we had to take back a shipment on account of some castings having been too brittle, we had just about washed up all further possibility of booking additional business.

He didn't have the courage to face the buyer after this had happened. He feared that he would be condemned and held personally accountable for the slip-up—having to absorb the brunt of the buyer's abuse and criticism. The more Bill had thought about it, the more significant it loomed in his mind—until at last it had developed into a complex of such great proportions that just thinking how he would be received by the buyer sent cold chills up his back.

Is This a Common Ailment?

This was all the more disconcerting to me because Bill really was a good man—considerably above the average. In fact, this episode led me to wonder whether this malady of "salesman's jitters" might be at all common. So I called in our own purchasing agent, and without letting him know what I had in mind, I commenced to ask him about our sources of supply. I questioned him as to how many changes he had made in our major sources during the last year or two.

He returned to his desk to check over his records and presently re-

The Corridors of Time



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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STARTED YESTERDAY

People forget. All the forces of merchandising tend to make them do so. . . . to make them more quickly discard the Old for the New.

A continuous procession of new products clamors for attention; new claims and counterclaims strive to bewilder; styles are outmoded over night.

Without *constant pressure*, NO product can survive against these forces of forgetfulness.

Money spent on advertising four years ago . . . or three . . . or two . . . *will not sell any merchandise* today. The public's memory is too short.

As far as consumers are concerned, the Corridors of Time *started only yesterday*.

The manufacturer who would maintain his hard-won position *must* continue to advertise. Those who would *regain* a lost prestige must *start* advertising once more, *and keep at it*.

To both groups, the 27 Hearst newspapers represented by the Rodney E. Boone Organization afford powerful weapons in 14 of America's foremost market-areas . . . not alone to maintain public memory, but also to exert the persistent, *compelling pressure upon retailers* that forces goods to be sold.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	

turned with a list of six concerns from which, he explained, we had previously purchased major requirements but which had since been replaced by new sources. Upon further questioning I learned that in the case of five of these six companies, there had developed a definite situation of dissatisfaction on our part either with the product or the service of these accounts.

Five More Cases of the "Jitters"

But what was even more surprising, I learned that each of the five respective sales representatives of these companies had been apparently cast in the same mold as our own salesman, Bill. They had all reacted toward us in the same way that Bill had toward the Brown company. The dissatisfaction on our part was their cue to cross us off their lists and feel that we were lost to their companies for good.

In only one case among these five had there been any attempt made by the home office to regain our good-will. This one firm had made a feeble attempt by letter to clear its own skirts of responsibility by passing the blame on to one of its own sources of supply, declaring in the same letter that we should not hold it accountable for errors made by a factory which had first handled the material. The defense was so weak and apparently so insincere, that it certainly didn't win our renewed confidence.

Before our purchasing agent had an opportunity to get back to his desk, I called in his assistant and asked him about these same six firms. His remarks confirmed what his superior had just presented, verifying that the salesmen of these companies who had lost our business because of our complaints, never made any deliberate effort to win us back into their respective folds. I was convinced then that our own man, Bill, wasn't unique in his shortcoming.

After making these discoveries I made it a point to talk to several other purchasing agents about town, and I learned that their experience paralleled pretty gen-

erally what I had already learned.

In the light of this seemingly fundamental "lack" in salesmen, we initiated a definite policy with our men. First we wrote them all a letter asking them to outline for us their ideas about how best to handle a customer who had become disgruntled or irritated either through defective merchandise or through some careless mistake in service or handling. This request confronted them directly with the necessity of giving thought to a problem which most of them had always assumed was a matter entirely out of their sphere—one of those things which they had previously felt should be handled by headquarters.

We insisted upon a response to this letter from all of our men. We got it. And we were gratified with the way in which our men thought through on this problem. They suddenly seemed to sense their own responsibility in helping correct errors the factory made—and most of the different suggestions we received from our salesmen included a definite provision for their stepping into the picture and "shooting" some of the trouble themselves.

A Formula Devised

The net result of this entire research was the inauguration of a definite formula for handling situations where our customers experienced trouble. We printed this formula on pocket-sized Celluloid cards made up with a year's calendar on the reverse side, and sent them out to our men. These cards contained the following message:

The most important job you have as a salesman is to keep your present customers satisfied and contented.

Human beings are not perfect—mistakes and carelessness are liable to occur at any time.

When mistakes happen at the factory—you must be ready to turn "trouble shooter." You can do in person far more than headquarters can by long-distance correspondence.

Study these rules and be ready

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to apply them the minute anything goes wrong:

1—Where there's been trouble—*get there as soon as possible.*

2—Admit the trouble—assume the blame—apologize—express regret.

3—Offer to do anything reasonable that the customer may request to rectify the situation.

4—Explain that no factory is infallible—every firm makes mistakes—the real test of a buying source is how quickly it will rectify an error and how completely it will assume responsibility without any dilatory "buck-passing."

5—Be sure to regain the complete good-will of the customer before leaving.

6—Send in at once a complete written report to Headquarters so that an intelligent good-will-building letter of apology can be forwarded the customer by the office.

We then held a special session of all of the office employees who had anything to do with customer

correspondence, and emphasized the necessity of their working closely with our salesmen and tipping them off promptly whenever any customer dissatisfaction arose. We also instructed them how to write intelligent, friendly letters of apology, using the information conveyed in the special reports submitted by our salesmen.

Since instituting this system we have had mistakes occur in the factory—the kind of mistakes which occur in every factory, regardless of the amount of detailed precautions taken or the amount of painstaking care observed. Some of these errors have been serious enough to threaten the loss of customers; but the speed and dispatch of our "trouble shooting" procedure are such that we get to the sore spot before it has a chance to fester and become incurable, thereby preventing the customer's indignation and resentment, and also saving his good-will and confidence for future repeat business.

Kenyon & Eckhardt Add to Staff

Miss Marjorie E. Paul has joined the copy staff of Kenyon & Eckhardt, New York. Miss Paul was formerly on the copy staff of Young & Rubicam and had been previously engaged in agency work in Chicago. She was at one time woman's editor of the *Peoria Journal-Transcript*.

Two Join Campbell-Ewald

Ray Sackett and Frank Denny have joined the publicity department of the Campbell-Ewald Company, Detroit. Mr. Sackett formerly was advertising manager of Continental Motors. Mr. Denny returns to Campbell-Ewald after handling automotive advertising for the *Cleveland News* for the last year.

Has Life Savers Account

Life Savers, Inc., Port Chester, N. Y., has appointed Topping & Lloyd, Inc., New York advertising agency, to conduct its advertising for 1934. A sales and advertising campaign now being planned, it is stated, will use newspapers as the basis.

Minit-Rub to Mathes

The Bristol-Myers Company has acquired the Minit-Rub Company, of St. Louis. J. M. Mathes, Inc., New York, has been appointed to direct Minit-Rub advertising.

New Buick Advertising Manager

Thomas H. Corpe is now advertising manager of the Buick Motor Company, Flint, Mich., succeeding C. C. Lewald, resigned. Mr. Corpe has been advertising manager of General Motors Products of Canada, Ltd., in which position he is succeeded by C. B. Watt, assistant advertising manager.

Galbo with Lefton

Vincent J. Galbo has joined the New York office of the Al Paul Lefton Company, Philadelphia advertising agency. He was for thirteen years with the Wm. H. Rankin Company as space and production manager in the New York office. More recently Mr. Galbo has been with the Frank Presbrey Company as assistant account executive.

Made Vice-Presidents, Paul Block and Associates

According to an announcement by Paul Block, his associates, Wilbur L. Arthur and Elwood H. Randolph, have been elected vice-presidents of Paul Block and Associates.

Mars Appoints Glen Buck

Mars, Inc., Chicago, Milky Way bars, Snickers, Three Musketeers and other candy products, has appointed the Glen Buck Company, of that city, as its advertising agency.

Campbell Introduces New Soups with National Advertising

Newspaper Campaign Starting March 1 and Magazine Campaign in May Will Play Up Appetite Appeal

LAST week the Campbell Soup Company announced two additions to its line of soups—Noodle with Chicken and Cream of Mushroom. For years this company has been featuring some twenty-one different kinds of soup on its package and in its advertising. Early in 1928 Philadelphia Pepper Pot, a new variety, was brought out, and advertised separately in certain localities. Other Campbell products advertised separately from the other items in the soup line are Pork and Beans, Spaghetti, and Tomato Juice.

Last week Campbell Soup salesmen began calling on dealers in several of the larger Eastern cities with samples of the two new soups and little electric stoves. Extensive tests among consumers had confirmed the company's opinion that its two new varieties would prob-

ably find a large market. The "tasting" campaign among dealers was started coincident with distribution, which will be undertaken territorially in order not to out-run production.

Distribution will be carried on for about six weeks before the beginning of the advertising. A newspaper campaign of large proportions will start about March 1 with a full page announcement in leading Eastern newspapers, followed by a series of advertisements of various sizes. This campaign will take in newspapers in all major cities until the entire country will be covered by sometime in the late spring.

Magazine advertising, 95 per cent in full color, will start in May.

So far as the record shows, this is the first time the Campbell Soup Company has introduced new items into its soup line with so large an advertising expenditure.

"Never have we put out two soups with more definite assurance of quick and large volume," said A. C. Dorrance, president of Campbell Soup Company. Noodle Soup, he says, is a natural national favorite. Mushroom Soup has long been a favorite of the elite, and Campbell's Mushroom Soup has won instant favor even where mushrooms have never been tasted.

Appetite appeal will characterize the copy.

✦
This is the introductory newspaper advertisement to be released about March 1

2 NEW Campbell's Soups

to delight your taste

NOODLE SOUP
WITH CHICKEN
CREAM OF MUSHROOM SOUP



CAMPBELL'S MUSHROOM SOUP containing fresh rich cream

CAMPBELL'S NOODLE SOUP with hearty egg noodles... rich chicken broth... tender chicken meat



Your grocer has them NOW!

Now!

18

THE *Evidence* OF ADVERTISING POWER

Financial advertising in Chicago during 1933 saw a tremendous reversal of form. The Chicago Daily News was the only Chicago newspaper to show a gain in financial advertising for the year. All other Chicago newspapers registered very large losses . . . The quality of Daily News circulation, reader confidence, an appreciation on the part of advertisers of the substantial coverage of this market by Chicago Daily News Circulation*

The NEW DEAL in Financial Advertising in Chicago comprises a more consistent use of this valuable medium.

—these and other factors of prestige are responsible for the standing of The Chicago Daily News in financial advertising.

GAINS AND LOSSES FOR 1933

January 1 to December 31:

NEWS	5,739 Line GAIN
TRIBUNE (daily)	89,077 Line LOSS
HERALD-EXAM. (daily) . .	43,083 Line LOSS
AMERICAN	65,029 Line LOSS

★ The Chicago Daily News GOES INTO and STAYS IN more homes in Chicago and suburbs than any other daily newspaper

Mars to Resume Advertising

TYING in with what its sales figures indicate to be a definite recovery momentum, Mars, Inc., manufacturer of Milky Way candy bars and other confections, will soon resume advertising on a national scale after several years' interruption. The new copy will appear in February magazines and will feature a distinctive quality appeal.

"Sales of popular candy bars comprise a better index of public buying power than is generally believed," said W. L. Kruppenbacher, general sales manager, in discussing the program. "While our business has shown an amazing vitality during the lean years, we are keenly aware of the fact that our sales volume rises and falls with the barometer of business as a whole. We are now getting in current sales unmistakable evidence that the buying of products which appeal to taste rather than necessity is being rapidly accelerated. We believe that the time to advertise is when people have the money with which to buy our products."

The company's records show

sales increases as high as 67 per cent in recent months as compared with the corresponding period of the year before. The upward trend was further confirmed by surveys at all important points of the company's nation-wide system of distribution.

As a matter of deliberate policy, Mars has adopted a striking and distinctive quality appeal, although the product is one of universal consumption and is sold at a popular price, according to Mr. Kruppenbacher. A quality atmosphere will characterize the appearance and design of the advertisements and the copy will relate a value story in terms of the fine flavor resulting from the high grade ingredients used in making Mars products.

This theme will be dramatized by means of an illustration device employing familiarly acceptable analogies to show that there is an important difference in candy values. The Milky Way bar, leader in the Mars line, will receive the major attention in both illustration and copy, but other Mars products will also be mentioned.

Edward H. Gardner Joins R. L. Polk & Company

Edward H. Gardner, formerly with the contact department of Benton & Bowles, New York, has joined the consumer census department of R. L. Polk & Company, New York. He had also been with the contact department of the J. Walter Thompson Company, Chicago, and, before that, was in charge of marketing and advertising courses in the School of Commerce, University of Wisconsin.

Townsend to McCann-Erickson

Charles E. Townsend, formerly sales promotion manager of the Street Railways Advertising Company, New York, and sales manager of the Eastern Advertising Company, Boston, has joined the staff of McCann-Erickson, Inc., New York.

Knight Appoints Boston Agency

The Charles R. Knight Company, New England liquor distributor has appointed The Mitchell Company, Boston, to direct its advertising.

San Francisco "Examiner" Adds to Staff

Clair Taylor, formerly manager of the merchandising department of the Seattle *Post-Intelligencer*, has joined the San Francisco *Examiner* in a similar capacity.

The *Examiner* also has added to its staff W. I. Brocklehurst, Jr., formerly with the Foster & Kleiser Company, and F. Schlessinger, formerly manager of *The Pelican*, published by the University of California.

MacMurphy Advanced by Chicago "Daily News"

Dempster MacMurphy has been appointed by the Chicago *Daily News* as head of its newly created public relations and promotion department. He has been with this paper for the last two years and has fifteen years' prior experience in newspaper and advertising work.

Has Hosiery Account

The Harron Hosiery Company, Philadelphia, has placed its advertising account with Byren, Weil, Weston, Inc., advertising agency of that city.

Church Editor Pays His Respects to Goodwin Plan

Prophesies Rancor and Ill-Feeling, if It Gets Under Way, with Negligible Returns to Religious Bodies

By Dan B. Brummitt

Editor, *The Christian Advocate*, Central and Northwestern Editions

A CONSUMERS' market made up of 40,000,000 people who use every variety of American products is some market, even to concerns accustomed to think in continental terms.

It exists, and it is the largest and most compact body of prospective buyers in the land; solvent and steady-going—the 40,000,000 to 50,000,000 people who are members of churches; Roman Catholic, Protestant, Jewish, Latter Day Saints and all the rest.

It is also America's most accessible market. A \$50 investment in yearbooks would provide a mailing list of its 150,000 acknowledged leaders, who have card indexes of its most recent adherents.

An astonishing advertising literature scattered lately in the mails makes me wonder whether there may not be people who think this market is also the most gullible in America.

The "Goodwin Plan," devised by a man whom this literature describes as "one of the greatest creative minds in advertising," is glorified in the promotion material and partly detailed, in colorful and at times mistily ecstatic terms. The Plan is aimed at this greatest of American markets.

PRINTERS' INK of December 21, 1933, titled an article, "Goodwin Plan Draws Fire." The heading erred on the side of mildness. And the fire grows hotter. By now it is a three-alarm affair.

In the body of that article were quoted many of the grandiose phrases of this Goodwin Plan, and these need not be repeated.

The plan proposes to unite millions of church members, or at least the feminine part of them, into a solid army of buyers, bound by a more or less serious agree-

ment to confine their purchases for three years to a list of several hundred standard products, ranging from ammonia to underwear, and including one brand—one brand only—of everything that an American church family eats, wears or in any way uses.

The first division of this army, under the leadership of 200,000 or more energetic women who want to make money for their churches, is about ready to swing into action. All it needs is the list of products whose makers have come to terms with the Goodwin Plan promoters.

List of Products Not Published Yet

This list has not been made public at this writing. Presumably the Planners are "contacting" those manufacturers of standard, advertised goods who come nearest to meeting the four "Social Principles" which have been so potent a part of the Plan's attractiveness to ministers and other religious workers. These "Principles," by the way, are broad enough so that scarcely a convict-labor contractor could object to them. [See "Goodwin Plan and Social Justice," PRINTERS' INK, Jan. 4, page 40.]

When the first 2,000,000 women, led by their 200,000 "sales-stimulators," elsewhere in the literature called "broadcasters," receive this list of favored brands, they will be ready to move upon the dealers in their several communities, demanding the listed brands, and for a very good reason.

The women will save from their purchases the labels, trade-marks, sales-slips or other proofs of sale, which will be collected by the "broadcasters" and sent in to the Goodwin Plan headquarters. Thereafter, by a method at once simple



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7 YEAR R • NE

• 1927 •	• 1928 •	• 1929 •		
Times 29,710,606	Times 30,641,930	Times 32,378,135	Times 102	Times
H. Trib. 19,133,684	H. Trib. 19,639,113	H. Trib. 21,011,146	H. 038	H.
Eagle 17,282,915	Eagle 18,587,608	Sun 18,156,668	Sun 856	Sun
Sun 16,525,102	Sun 16,608,149	Eagle 17,907,985	Eagle 551	Eagle
M. World 15,488,876	M. World 14,139,141	Journal 14,545,021	Journal 556	Journal
Journal 14,001,546	Journal 14,039,215	M. World 13,650,242	M. World 975	M. World
American 12,680,116	American 12,436,180	NEWS 12,314,661	NEWS 477	NEWS
E. World 9,891,749	NEWS 10,432,709	American 12,312,864	American 224	American
NEWS 9,311,191	E. World 9,940,209	E. World 10,279,839	E. World 790	E. World
Bk. Times 6,087,186	Telegram 5,805,083	Post 6,193,460	Post 406	Post
Telegram 6,063,903	Bk. Times 5,565,738	Telegram 5,938,826	Telegram 529	Telegram
Post 5,505,890	Post 5,551,377	Bk. Times 5,634,580	Bk. Times 337	Bk. Times
St. Union 5,460,790	St. Union 4,955,951	St. Union 4,722,010	St. Union 871	St. Union
Graphic 3,287,544	Graphic 3,082,829	Graphic 3,960,618	Graphic 827	Graphic
Mirror 3,138,857	Mirror 2,013,013	Mirror 2,617,984	Mirror 755	Mirror

*When a small size paper
carries more advertising
than most big size papers
- that's news!... The **NEWS***

NEW YORK NEWSPAPER LINAGE

		• 1931 •	• 1932 •	• 1933 •
Times	102	Times 24,405,376	Times 18,126,997	Times 17,299,293
H. Trib.	1038	H. Trib. 16,352,736	Eagle 13,364,122	NEWS 13,914,016
Sun	856	Sun 15,495,357	NEWS 13,279,947	Eagle 13,785,491
Eagle	551	Eagle 15,174,032	Sun 13,165,927	Sun 11,978,003
NEWS	556	NEWS 15,135,308	H. Trib. 11,863,946	W. Tel. 11,323,761
American	975	American 13,803,734	American 11,701,013	H. Trib. 11,203,082
Journal	477	Journal 13,489,336	W. Tel. 11,598,449	American 10,735,077
W. Tel.	224	W. Tel. 12,989,265	Journal 9,697,524	Journal 8,147,719
Bk. Times	790	Bk. Times 6,159,799	Bk. Times 5,440,351	Times U. 4,466,837
Post	406	Post 3,834,591	Mirror 2,928,080	Post 2,526,301
Mirror	529	Mirror 3,203,341	Post 2,834,155	Mirror 2,386,980
St. Union	837	St. Union 3,054,782	Graphic 1,174,126	
Graphic	871	Graphic 2,770,191	St. Union 484,589	

SOURCE: Media Records for the years 1928-1933
New York Evening Post for the year 1927

and ingenious, each broadcaster will receive 2 per cent of the gross retail sales thus authenticated, which she may contribute to the funds of her church. The totals thus earned are estimated as from \$500 to \$5,000 for each church annually.

The 2 per cent, of course, is to come from the manufacturers, who are also required to spend 3 per cent for advertising, and to pay another 1½ per cent to the Goodwin people.

First Division Only a Beginning

The Planners say that they look on this first division of roughly 2,000,000 buying women as a beginning only. True, since each woman buys for a family, it will represent a group of consumers three or four times more numerous; but, even so, it is only a small part of the consumer-prospects whom the Plan envisages.

And so another division of equal size is contemplated later, and yet another, each division concentrating its buying power on its own designated products, which, naturally, will be competitive with their "opposite numbers" on all the other lists. And every division is to have a potential of some 2,000,000 purchasers.

My chief personal concern is as to the bearing of the Plan on the life and work of the churches.

Women as money raisers are part of the American church scene. They will do anything within reason; sometimes they have seemed to stretch reason a trifle.

I happen to be compiling some facts about Ladies' Aid Societies which ought to be of interest here. In some 1,500 churches, large and small, city and rural, the Aid Society women earned in 1932, by exertions all too arduous, a total of \$620,000; an average of \$400.

The women who did this know that any plan of doubling their earnings for the church is not likely to be the "easy, pleasant, spare-time work" of the Agents Wanted column.

At a gathering of church women not long ago I saw many

salesmen and saleswomen, who were present to demonstrate the virtues of a varied exhibit of kitchen apparatus, food specialties, household conveniences, flavoring extracts and other products. These agents were telling the assembled women how to make money for their churches by buying—or selling—the goods on display. And, in one degree or another, the same thing is going on everywhere, though, it must be said, usually in connection with specialty goods or kitchen appliances.

This present Plan, therefore, is not new, except in the vastness of its specifications. It could have been proposed long ago, but perhaps the cumulative effect of four years of difficult church finances was needed to give it the last and energizing touch of timeliness.

Almost before the church public had heard of it at all, the Plan had begun to employ the well-tested technique of the advertising testimonial. It secured an astonishing array of church endorsements, clerical and lay—bishops, Ladies' Aid Society officials, priests, rabbis, missionary enthusiasts, professors in church colleges, settlement workers, and numerous others.

Endorsers Did Not See Whole Picture

Many of these endorsers now admit that they looked no further than the four "Social Principles" which constitute the Plan's code of business ethics, to be imposed upon those manufacturers who get their products on the buyers' lists. It did not occur to them to ask how these principles were to be made binding.

The tributes of the ministers sound almost rhapsodic. The Plan "squares with the unalterable demands of economic principles"; it is the "first far-flung and well-arranged movement for the solution of our economic problems"; it is "a method of enforcing the Pope's encyclical, 'Quadragesimo Anno'"; it is "co-operation under a moral code"; and, as one minister fervently observes, "it will be a providential assistance in church finance."

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Makes Buying

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Dr. E the Fir Church o inent mi the Plan to the G drawing observing to partic the name manufact they may only a guarantee tages. T church c best, the 'Whosoever should n self in a it is obli men who hope for

The n make th that 50 p goods sol duced, an tioned co of "certa

When ministers began to understand the applications and implications of the Plan, they hastened to the defense, not of its vague social justice generalities, which the NRA has really outmoded, but of the established, definite and well-known principles of the chief religious groups in the American scene. For they saw that these were in danger of being undermined in the very churches themselves.

Makes Church a Buying Trust

The Protestant ministers of Columbus, Ohio, for example, said of the Plan, "It is unjustifiable in principle. It would result in organizing the church into a huge buying trust, and thus work unfair discrimination against many reputable concerns. It commits the church to participation in a scheme of promotion over the methods of which the church can have no control. *It would serve to make a part of the church's financial support come from a sales tax voluntarily paid by large manufacturers.*" (Italics mine.)

Dr. Ernest F. Tittle, pastor of the First Methodist Episcopal Church of Evanston, Ill., one prominent minister who at first gave the Plan his blessing, wrote later to the Goodwin organization withdrawing what he had said, and observing that "the church is asked to participate in a plan which, in the name of profit, excludes some manufacturers, however ethical they may desire to be, and includes only a number small enough to guarantee its commercial advantages. This, in my judgment, the church ought not to do. At its best, the church has always said, 'Whosoever will, let him come.' It should not now, or ever, place itself in a position where, in effect, it is obliged to say, 'Only a few men who desire to do right can hope for our economic support.'"

The ministers of Des Moines make the highly practical point that 50 per cent of the consumers' goods sold in Iowa are locally produced, and by no device yet mentioned could they get onto the list of "certain standard brands." The

Plan allows for "scratching," in such contingencies; but there is no 2 per cent if you scratch.

The religious press, so far as I can discover from the long list of exchanges in our office, is solid in its antagonism to this method of capitalizing the church loyalty of American women. Let me summarize a few of their objections to the Plan.

They say that in effect it is a left-handed boycott of every product save one in every class; one automobile, one baby powder, one cosmetic, one dentifrice, one washing machine, one yeast cake, one zippy cheese; with the rest left outside the charmed circle. And they do not like boycotts.

They say that it holds out the lure of "\$500 to \$5,000 a year" as possible additions to the incomes of hard-pressed churches, which inducement, if widely believed and pursued, would go far to nullify the churches' long effort to put the support of religious work on the basis of voluntary and direct offerings from the people.

They say that the Plan encourages and magnifies what has often been a cause of acute trouble in innumerable churches—the attempt of a group to direct the buying habit of church members.

John Wesley Tried It

John Wesley tried that, in circumstances which gave him a far better excuse than can be pleaded today; and he did not succeed. Not one Methodist in 1,000,000 asks whether Henry Ford or Edgar Welch or the Kelloggs or the Swifts are Methodists—though some of them are.

The church press believes that no participating church can avoid criticism from manufacturers, and especially from dealers, whose goods are not listed.

They know that the town retailer has long had in his heart a more or less mild objection to the intrusion of the church into what he may be excused for thinking is more his business than theirs, particularly since he is expected to do his bit for the church just the same.

For reasons sufficient, he rarely voices what he thinks about bazaars, sales, dinners and general restaurant service, door-to-door canvassing, and other commercial activities of church groups. But the editors of church papers are very sure he will speak out now; and they think he has a case.

Nobody really expects the Plan to grow to the two, three or more major divisions which are theoretically possible. Until it does, it is precisely the left-handed boycott which it has been called.

If, when it comes to hats, for instance, the plan is applied only to Stetsons, the dealer who has the Stetson line gets the business.

His neighbor, with Knox, or Mallory, or Dunlap hats to sell, gets none of this business. He may be the husband of the lady chairman in charge of the enterprise; he may be Sunday School superintendent; he may be an ideal merchant; all that makes no difference. In his community, the men buy Stetsons or they are not playing the game.

It is not difficult to visualize the endless complications, complaints, jealousies, estrangements, and fac-

tions which must arise in a church whose organizations have been signed up for a scheme so full of the seeds of discord.

And, if the Plan *should* actually grow to its full possibilities, everybody would be where he was at the outset, except that the 6½ per cent or so which the Plan costs the manufacturer would still be there. Which, as the school geometry would say, is absurd.

What will happen in the advertising world when many national advertisers discover that their products, though nationally distributed, are in competition with other products of the same general class, listed in a catalog which several million women are pledged to consult before buying pins or perfumery or pianos?

If the Plan really gets into full operation, with its astute mixture of ethics and 2 per cent, we of the church papers will have a fracas ahead of us beside which the Dayton trial or the Laymen's Missionary Inquiry will seem like a croquet tournament on the parsonage lawn.

It may even take our minds off repeal.



Now Kindred, MacLean

The name of Stephens, Kindred & Company, Inc., New York, lithographic advertising, has been changed to Kindred, MacLean & Company, Inc. George C. Kindred is president and Waldo B. MacLean vice-president. Mr. MacLean was at one time Eastern advertising manager of *Liberty*, leaving shortly after its purchase by Macfadden, to make his present connection.

Goodrich Advances Glantz

Norman A. Glantz, formerly in charge of advertising and sales promotion in the Chicago district of The B. F. Goodrich Company, has been transferred to the Akron offices as assistant to F. T. Tucker, manager of tire advertising. Mr. Glantz will be in charge of retail store advertising succeeding James J. Cochran, recently made assistant to J. A. Hoban, general manager of Goodrich retail sales.

Emory Represents McKinney

Thomas L. Emory, publishers' representative, San Francisco, is now representing J. P. McKinney & Son on the Pacific Coast. E. P. Gosling, who had been manager of the McKinney office in San Francisco, has resigned and returned to Bangor, Me.

Norton Appointments

The following changes have been made in the sales organization of the Norton Company, Worcester, Mass.: Harry K. Clark, sales manager of the grinding wheel division and recently acting general manager, becomes general sales manager; William R. Moore, director of market research, becomes sales manager of the grinding wheel division; Hugh D. Butler, becomes director of market research, succeeding Mr. Moore.

Permite Promotions

Following a re-organization of its sales and advertising departments, Aluminum Industries, Inc., Cincinnati, manufacturer of Permite products, has appointed Bruce V. Keller, formerly district manager, as advertising manager and W. E. McIlroy, who has been in charge of field sales, as sales manager.

Colgate to Move East

The Colgate-Palmolive-Peet Company plans to move its executive and administrative headquarters from Chicago to Jersey City, N. J., in the near future, to be located in the Colgate-Palmolive-Peet building in the latter city. The move will include both the sales and advertising departments.



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DUN & BRADSTREET SAYS:
 "The final week of Christmas shopping in Louisville brought total retail sales far in excess of early estimates. Volume for current week holding up well, due to demand for wearing apparel, winter hardware and automobile accessories. Good volume of fill-in orders received by wholesalers. Refractories report best business in year. Unfilled orders will permit full operations through first two months of 1934. Prosperous year closing for all branches of the brewing industry. Distillers' output still trailing orders."

... AND THIS MARKET IS COVERED BY—

The Courier-Journal.

THE LOUISVILLE TIMES.

Major Market Newspapers, Inc. • Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Gerber in Largest Program

MAINTENANCE of growth and volume during the last two years in the face of generally unfavorable business conditions has been taken by the Gerber Products Company as a cue for further expansion of sales and advertising activities in 1934. The advertising program behind the Gerber line of canned products for baby feeding for the current year will be the largest in its history.

"We believe 1934 is going to be a great year for hard work, and we are backing this conviction with the most ambitious advertising and sales effort we have ever undertaken," was the way Dan Gerber, vice-president, put it in announcing the plans to salesmen and brokers gathered at the Fremont, Mich., headquarters of the company for the annual "Gerber Homecoming" last week. He pointed out that this development is in line with the policy of continual enlargement of the promotional program,

which was observed even during the uncertainties of the depressed years of 1932-33.

The considerably increased campaign of advertising calls for space in a list of sixteen leading national magazines, having a total circulation of more than 20,000,000 copies. This group has been selected with an eye to developing the market in those income groups that are expected to enjoy renewed buying power in 1934 and includes a number of publications not used by Gerber in the last two years. Supplementing the consumer copy the company will also continue its advertising messages in a list of twelve medical and professional journals.

The dealer will come in for quite a bit of attention in the new Gerber advertising. He will be featured in all the consumer copy, beginning with the opening full-page message in a national weekly early in February.



Ford Dealer Advertising

ADVERTISING of Ford dealers which, last year was handled by a number of agencies, will in the future be directed as follows for thirty-two branch territories of the Ford Motor Company.

McCann-Erickson, Inc., will handle Ford dealer advertising in the following territories: Alexandria, Va., Atlanta, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Edgewater, Fargo, Houston, Jacksonville, Kansas City, Long Beach, Calif., Louisville, Memphis, New Orleans, Norfolk, Oklahoma City, Pittsburgh, Richmond, St. Louis, Salt Lake

City, Seattle, Somerville, Mass., and the Twin City branches.

This advertising will embrace newspapers, outdoor advertising and dealer helps. It will be handled by the agency's offices throughout the country under the direction of Ford branch managers. The agency has opened an office in Detroit in charge of Homer Havermale.

Also under the direction of Ford branch managers, the advertising of the following branches will be handled by N. W. Ayer & Son, Inc.; Chester, Pa., Indianapolis, Dearborn, Milwaukee and Omaha.



Walter Baker Elects Robbins

William M. Robbins has been elected vice-president of Walter Baker & Company, Inc., Dorchester, Mass. He entered the sales department of the Postum Company in 1924, becoming General Foods district manager in 1926 and later assistant to the vice-president in charge of manufacturing.

Represents Racine Paper

The Racine, Wis., *Journal-Times* has appointed The Allen-Klapp-Frazier Company as its national advertising representative. This company previously represented the Racine *Journal-News* for many years prior to the consolidation of the *Journal-News* and the *Times-Call* as the *Journal-Times*.

Call for Mr. Rorty

A Request for a Constructive Idea from a *Nation* Contributor

By Roy Dickinson

UNDER the fascinating title of "Call for Mr. Throttlebottom!" James Rorty swings a mean left in my direction in our esteemed contemporary *The Nation* for January 10. I said a mean left and I mean it. Mr. Rorty points out quite intelligently that some of the "most nearly radical brains in Washington are concentrated about these two advisory boards." He refers to the Consumers' Advisory Board of the NRA and the Consumers' Counsel of the AAA. He hopes some of the plans which they are making will become "functional and nutritious" and he is very much in favor of their plans.

These plans are far-reaching. They are (and Professor Robert S. Lynd of Columbia stated them best in his report to the NRA) that the public would be better served if Government marks of tested grades could be added to advertiser's trade-marks, placed on all products whether advertised or not. Rorty doesn't think I should oppose such an idea.

Mr. Rorty says in *The Nation* that advertising men saw deep plots to attack the profit system on the part of people who were working for certain sections of the Tugwell Bill. Jitters, shivers and gooseflesh were produced. He particularly accuses me of this state of mind because of an article in *PRINTERS' INK* in which I asserted that the grading standards, in the way they were originally proposed in the late, now re-written Tugwell Bill would, in my opinion, attack the whole profit system. Mr. Rorty points out that I was not only damp but all wet in my accusation, and that the only system I was "howling about" was the "capitalized claims" of the food, drug and cosmetic advertisers. He accuses me of defending all advertising.

Mr. Rorty also accuses me of

unfairness because *PRINTERS' INK* made nineteen suggestions for changes in the original Tugwell Bill, sixteen of which have now been included in the re-written bill. The outstanding exception is the grading provision on page sixteen of the totally revised bill.

Being fair, Mr. Rorty, does not necessarily mean that a paper shall submerge its own opinions entirely and accept without reservations the ideas of the other fellow.

PRINTERS' INK would have been most unfair in its discussions of the Tugwell Bill if it had denied the friends of the bill an opportunity to state their case fully without even the slightest approach to censorship.

But this is exactly what *PRINTERS' INK* did not do. On the contrary, it went out of its way to present the other side.

Back in August, 1933, for example, we had an article written by David F. Cavers, Professor of Law at Duke University. Dr. Cavers, helped write the first Tugwell Bill. His article was a defense of the inference and innuendo features of that bill—items which *PRINTERS' INK* strongly opposed and which were later eliminated. His ideas were presented just as he wrote them, not even a punctuation mark being changed.

In November *PRINTERS' INK* asked Professor Tugwell himself to write about his bill whatever he wanted to write. He informed our Washington representative, however, that he preferred that the writing should be done by William G. Campbell, chief of the Food and Drug Administration. Mr. Campbell's article appeared in our issue of November 30 under the heading "Here Is Administration's Position on Copeland Bill."

The following week the leading article was written by Chester M. Wright. This was in the form of

"A DECIDED INCREASE"

WAGNER RADIO COMPANY

Distributor

Philco Radio
For Homes and Offices

Philco Transitone Radio
For Automobiles

Philco Tubes—Batteries—Parts

612-614 North Capitol Avenue, Indianapolis, Indiana

January 3, 1934

Mr. S. G. Howard,
National Advertising Manager,
The Indianapolis News,
Indianapolis, Indiana.

Dear Mr. Howard:

It should be of interest to you to know what the results were for 1933 in our efforts in wholesaling Philco Radio Receivers. Our sales for 1933 showed a decided increase over 1932 both in unit sales and in dollar sales.

You know that Philco is a quality product; but that alone would not have brought these results for us. You know of the extensive and consistent magazine advertising done by the Philco factory. In addition to that, the factory, we and our retailers carried on an extensive and consistent newspaper advertising campaign. Our sales efforts were continuous and of the same strength throughout the year.

You should be particularly interested in the above because most of the advertising in Indianapolis both by us and by our retail customers as well as by the factory was placed in The Indianapolis News.

We have started our Spring Campaign which involves considerable advertising in your paper. With your assistance we hope to have considerable advertising by retailers also and feel confident that we will be able to make 1934 quite better than 1933 was.

Yours very truly,

AW/H

WAGNER RADIO COMPANY

W. D. Wagner

THE INDIANAPOLIS NEWS



NEW YORK: DAN A. CARROLL
110 E. 42nd STREET

CHICAGO: J. E. LUTZ
180 N. Michigan Ave.

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CASE OVER 1932"

● The Philco Factory and the Indianapolis Philco Distributor placed 17,320 lines of General display advertising in Indianapolis in 1933—and every line of it ran exclusively in The Indianapolis News.

This preference for The News in the profitable Indianapolis market is not unusual—in 1933, The News carried 69 per cent of all General Display Radio Advertising—and for 38 consecutive years it has carried more total display advertising than any other Indianapolis newspaper.

And the results obtained were not an accident—The News has been producing profitable results for its advertisers for years!

This ability of The News to do the advertising job ALONE can be summed up in these facts: The Indianapolis Radius is a profitable market completely covered by The News with a circulation 97 per cent home delivered; News readers are habitual readers who have confidence in, and respond to, its editorial and advertising messages.

Place the Indianapolis Radius on YOUR sales map—and The News on YOUR advertising schedule—NOW.

NEWS

SELLS THE INDIANAPOLIS RADIUS

a three-cornered interview between Mr. Wright, Mr. Campbell and John F. Moore of the Department Solicitor's staff. It took up PRINTERS' INK's nineteen points one by one and gave the replies of Mr. Campbell and Mr. Moore.

I can't see anything unfair about this—even though PRINTERS' INK did exercise its right to advance its own opinions in its own columns while presenting the opposite view also.

During the hearings Professor Cavers was the man who represented Dr. Tugwell. He spoke in rebuttal to some of the charges made by manufacturers interested in exercising their right to advance their own opinions in its own columns while presenting the opposite view also.

At It for Twenty-five Years

Twenty-five years ago PRINTERS' INK attacked the crooked advertiser. In this situation we were by no means on the side of the patent medicine manufacturers. The PRINTERS' INK Model Statute was fought through State legislatures while Mr. Rorty was still a cub. Fake advertisers were being fined under this act. Proof on request. So far as I know PRINTERS' INK in its publication of the Cavers article last August was the first publication in the advertising field to give the use of its pages to proponents of the amazing bill as it was originally written.

So much for that one charge of unfairness.

Now let us go back to his other accusation, namely, my suggestion that Professor Lynd's proposal for immediate Government grade marks to the NRA might disrupt the entire profit system. Rorty says I was seeing hobgoblins. Here follows Mr. Rorty's quotation from Dr. Lynd's report to the Consumers' Advisory Board of the NRA:

The standards promulgated by the

Consumers' Board would not stop at the point at which the commercial standards of the Bureau of Standards must now stop, that is, at a type of standard to which 65 per cent of an industry is ready to agree, but would go on beyond this to a thoroughly satisfactory set of consumer grades and labels. Past experience has shown that the official promulgation of definite consumer standards, even though they go beyond current practice, operates as a norm to which competitive business tends to approximate.

There is an idea. Now note Mr. Rorty's comments upon Professor Lynd's report to the NRA in which he requested \$250,000 to start the idea. Rorty speaking:

It requires but little imagination to see that what is here envisaged is a fundamental re-organization of distribution in the direction of function. This would entail a huge deflation of the vested interest of advertisers and the advertising business in the exploitation of the American consumer; also probably huge economies in both production and distribution.

It is well at this point to note Mr. Rorty's use of the word "probably." After suggesting that every advertiser is of necessity an exploiter of the American consumer, he suggests that if his vested interest were deflated, it would *probably* result in huge economies in both production and distribution. Here is where there comes the call for Mr. Rorty.

Just what "fundamental re-organization of distribution in the direction of function" does he suggest at this time? Step up Rorty and give us the real dope. If by any chance he should propose to go as far to the left as the nation lately recognized, Russia, it is only fair to tell him that even there advertising is playing an important part in the new plan. The Soviet Government does not seem to believe, as Rorty does, that the advertiser is always an exploiter.

If Rorty will read the article by H. L. Stephen in PRINTERS' INK of January 4, he will discover for

the first Russia article by Rorty, the result of Moscow representative countries' advertising press.

Implies Are Ex

Mr. Rorty's comments upon Professor Lynd's report to the NRA in which he requested \$250,000 to start the idea. Rorty speaking:

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Never present mention farmers' profits can be done a for score PRINTER facts on advertise

the first time, I believe, that Soviet Russia encourages advertising. This article bears the title "How to Advertise in the Soviet Republic." Rorty will find there a reproduction of the advertisement now running in Russian magazines paid for by the Wright Aeronautical Corporation. This advertising was the result of selling by Inreklama of Moscow. This organization has representatives in many leading countries. Its job is solicitation of advertising for the entire Soviet press.

Implies All Advertisers Are Exploiters

Mr. Rorty in his attack on me continually gives the impression that the advertiser is *per se* an exploiter. He talks about vitamins and halitosis as if those were the only things advertising ever mentioned. One is entitled to predict that his book which will be published in the spring (here is a free ad for you, Jim Rorty), to be called "Advertising—Not to Praise," will contain specific proofs of his obvious belief that every advertised product is crooked. The copy he once wrote when he was making his living in an advertising agency was swell as I remember it.

So his forthcoming book should make interesting reading. Let him not forget to include in his book the present advertisers in Russia if he intends to make his exposé of advertising a world-wide one. It should be world-wide, it would seem (I say this as a prospective book purchaser), since advertising exists in every civilized country in the world including Russia. One hopes that Jim Rorty will not be inconsistent and advertise his book. Schlink and Kallet did advertise their Guinea Pigs and very good copy it was too as I remember it.

Never by any chance do the present attackers of all advertising mention the advertising of the farmers in their various co-operative campaigns. Advertising has done a swell job over the years for scores of farm organizations. PRINTERS' INK has carried the facts on all these campaigns. The advertiser is always the exploiter

to the Rortys of the world. Why, one wonders, don't they ever substitute facts and study for unsupported claims and weasel words like "probably."

Under the new "fundamental reorganization of distribution in the direction of function" which Mr. Rorty so earnestly desires, how will he make it easy to distribute merchandise, to have merchandise recognized at the counters, save the retailer's time, protect the consumer more than is now done, without destroying the entire system of distribution? Perhaps Rorty has food tickets in mind. His attack on all advertised products and the present system of distribution, seems to me to resemble that of the technocrats, with their total inability to suggest anything sane and constructive for people to do about the terrible situation they pointed out. I get that suggestion about the technocrats from another article in the same issue of *The Nation* in which Rorty writes; it isn't my own.

Aren't Magazine Readers Consumers?

The word "consumer" is being used in many meanings by those self-elected protectors. Aren't magazine readers consumers also?

Take six or seven women's magazines such as *Ladies' Home Journal*, *Woman's Home Companion*, *McCall's*, *Delineator*, *Pictorial Review*, *Good Housekeeping*, *True Story*. These magazines have individual circulations among consumers varying from 1,800,000 to 2,700,000 approximately. The total number of subscribers to these seven magazines is 16,141,546 women readers. They must be consumers. Mr. Rorty admits it. Think of the exploitation of these poor women over the years! Why do they keep buying these publications? Many of them have been reading these magazines for many years. They even make curtains for the back porch, feed their children on ideas suggested in such papers. They have bought food products and other things; sheets, blankets, electric toasters, washing machines from the advertisements

they have seen in their favorite publication. Are they any less consumers than any other group? Does Mr. Rorty think that every time they answered an advertisement they were exploited?

It might be said that the subscribers to a great woman's magazine are somewhat like members of a consumers' club. They outnumber many other "consumer" organizations. They pay "dues" every year, and year after year to read the editorial and advertising suggestions.

Lest I be accused of unfairness in suggesting that advertisers are not always crooks, I won't quote Earnest Elmo Calkins, Stanley Resor, any agent, publisher, advertiser or copy writer. I submit this:

There is no denying that advertising plays an active and essential part in the efficient marketing of food, drugs and cosmetics, nor that it assists the consumer to make intelligent choices.

It is true that the man who wrote that statement followed it by the assertion that advertising had been so extravagantly overdone that consumers no longer had entire confidence in it. I agree with that latter statement in the case of entirely too many products. But take one more look at that word "essential."

"Advertising plays an essential part in the efficient marketing of food." That is not any ad man's assertion. It is the printed statement of Professor Rexford G. Tugwell in the November 18 issue of *Today*, "An Independent National Weekly," edited by Raymond Moley. You know, the professor who was in Washington until he went into the publishing business and sent men out to solicit national advertising. Is it fair to ask whether, in his impassioned defense of the original and now superseded Tugwell Bill, with all its inconsistencies and its funny paragraphs, many of which were later changed by proposers of the bill themselves, Mr. Rorty will defend Mr. Tugwell's definition of

advertising, or will Mr. Rorty be consistent?

This reply to my interesting critic, who happens to be a delightful guy, personally, by no means indicates that I personally oppose the Consumers' Advisory Board of the NRA. It is doing some things which I think are definitely in the interests of the consumer in a practical way. The study submitted by Dexter M. Keezer, executive director of the Board, should have the effect of making many short-sighted industrialists realize that unless they actively battle for an increase in mass purchasing power, any increase in mass production is impossible.

If all future profits remain sterilized in the hands of corporations and individuals who cannot spend them because they already have sufficient oil burners and asbestos shingles, we won't get far on the road to real recovery. The Consumers' Advisory Board is right in pointing this fact out. It has many another job to do. Let them look into doctors' bills, take a crack at really sub-standard merchandise. It is only when a proposal is made by them immediately to change the present system of distribution, in Mr. Rorty's words to make a "fundamental reorganization of distribution in the direction of function," at this time that, in my opinion, they threaten to throw a monkey wrench into a recovery machine which is just now getting under way.

Let's increase mass purchasing power, shorten hours. Let's leave the weird ideas, whatever they are, which would "probably" (who knows, certainly not you, Jim Rorty) entail economies in both production and distribution; let's try them when we can get facts instead of ingenuous claims.

The objective of protecting the consumer by *minimum* standards against sub-standard merchandise is fine. It is the method used in attaining the objective that is the only point at issue. Rorty hasn't offered any plan at all. Maybe his new book will contain the constructive idea for which the whole world waits.

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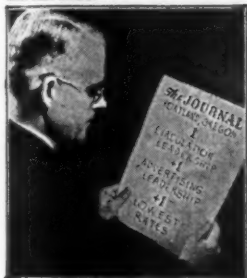
THE
PO
Reynolds-Fi
New York

Tycoons cannot afford to overlook the Rule of Three

Of cardinal importance to alert manufacturers, aggressive advertisers, is every major market.

Few possess more profitable possibilities than the Journal Dominion—all of Oregon, an important part of Southwestern Washington.

A market rich in potential sales with buying power and spending habits above par. No market is easier to open or hold because of the unusual newspaper situation that exists.



... authentic yardstick of greatest advertising returns.

Space-buyers bent on securing the greatest value for every advertising dollar and tycoons intent on maximum sales results will find in the daily Journal, Portland, Oregon, their answer to sales accomplishment in this productive field. Neither can afford to overlook the Rule of Three, authentic yardstick of greatest advertising returns in this or any market.*

1 CIRCULATION LEADERSHIP

The daily Journal has the largest circulation in the Pacific Northwest. It is the only daily in the Pacific Northwest with over 100,000 circulation.

1 ADVERTISING LEADERSHIP

The daily Journal leads in retail advertising, general advertising, total paid advertising.

+ LOWEST MILLINE RATE

1 The daily Journal has the lowest milline rate of any daily newspaper in the Pacific Northwest.

*There are only five other newspapers in all the country, in cities of 100,000 or larger, that completely fulfill the greatly-so-desired Rule of Three.



THE JOURNAL

PORTLAND, OREGON

Reynolds-Fitzgerald, Inc., Nat'l Representatives
New York Chicago Los Angeles San Francisco
H. E. FERRISS, Seattle

Timely facts from TIME

... for everyone interested in reaching the greatest number of people in this market at the lowest cost ... the ones with money to spend and the inclination to spend it.

THE JOURNAL

PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC.

National Representatives

New York Chicago Detroit Los Angeles San Francisco
H. R. FERRISS, Seattle

Business Papers and Bureaucracy

UNIVERSITY OF PENNSYLVANIA
WHARTON SCHOOL OF FINANCE
AND COMMERCE

Editor of PRINTERS' INK:

The article in the January 11 issue of *PRINTERS' INK* on "Why Business Is Afraid" is most interesting and revealing. In addition to pointing out a moral in connection with the dangers of too much "Government in business," it seems to indicate a very definite trend which will seriously affect technical and professional publications such as yours.

It also will probably affect the other types of business and trade papers such as the purely industrial and commercial publications, the administrative publications and the publications devoted primarily to a discussion of distribution problems.

If business is afraid to tell what it is doing and have the story told in trade papers there will no longer be a reason why those in the trade or industry or profession should read those papers. At least one of the strongest reasons for the existence of such papers will no longer be paramount.

It seems to me that the business and trade papers in this country serve two needs. They are both market places, where the producer of products or services may offer his wares for sale; and at the same time are independent and authoritative educational institutions in the best sense of the word.

Business men turn to their trade

papers for a mass of information, which no individual could hope to gather for himself, but without which he would be hopelessly handicapped in whatever work he is engaged. At the same time, the advertising pages of the business and trade papers give a manufacturer or service institution, such as an advertising agency, for example, contact with a selected audience, which is of particular value to those who sell products or services that are used in the particular field covered by each paper.

I think that business men are reading business and trade papers today more than ever before, but they expect to find things of definite help through such reading. If the business and trade papers are no longer able to report specific developments because of the fear of doing harm to some concern which has had the experience, I fear that the business and trade press will find reader interest falling off. As reader interest falls off such media will become less and less desirable for advertisers.

In other words, unless the business and trade papers can discuss all angles of controversial matters; can present information about successful methods and can correlate specific developments in an industry with general movements in business, they will lose much of their character and force. This is something which would be most regrettable.

JOHN H. FREDERICK,
Assistant Professor of Commerce.

Egan, New York Manager, Maxon

Sidney B. Egan has been appointed manager of the New York office of Maxon, Inc., advertising agency. He has been with this agency for three years, more recently in charge of creative work in the New York office.

Advanced by Armour

William S. Clithero, vice-president of Armour & Company, Chicago, has been appointed to the newly created office of assistant to the president.

With Wood, Putnam and Wood

Arthur Sisson has joined the Wood, Putnam and Wood Company, Boston advertising agency, as an account executive. He formerly was with the P. F. O'Keefe Advertising Agency, Inc., of that city.

Insurance Account to Ayer

The Hartford Steam Boiler Inspection and Insurance Company, Hartford, Conn., has appointed N. W. Ayer & Son, Inc., as advertising counsel.

Inquiry Follow-Up by Dealers

How Advertisers Get Coupon Queries into Retailers' Hands and Help to Turn Them into Sales

By R. W. Palmer

THE one feature of handling consumer inquiries which is likely to prove of first importance is the very thing that most advertisers find hardest to handle. All the letters, booklets and samples may be prepared and ready in advance of the advertisement's appearance; facilities for checking may be well oiled and in working order; the clerical staff may be fully aware of the need of correct addressing and prompt mailing. But the matter of dealer follow-up remains a sore spot in many organizations.

Even in times like these, when there has been plenty of opportunity to simplify and iron out systems, advertisers confess that their methods are unsatisfactory—and what is more disconcerting, seem at a loss to improve them. It is hoped that they may find something in the methods to be described that they may adapt, at least, to their own needs.

The Electric Refrigeration Department of the General Electric Company doesn't design its advertisements to attract a large number of inquiries. It does, however, keep every magazine advertisement and keeps a follow-up record of results. Every inquiry received is immediately sent to a distributor on an inquiry report form and a record of the reports is kept after they are returned to headquarters. This is just about the simplest method of following up inquiries that could be devised. It does not burden either manufacturer or distributor. A carbon copy of the report form is kept in Cleveland, so there is a check on any reports that may not be returned.

An office-accessory manufacturer turns over the coupons themselves to its branch office located in the territory where the prospect resides—first having sent out the literature requested with a printed

letter. A representative of the branch office, or a dealer to whom the branch refers the inquiry, then follows it up, either personally or by means of a letter which headquarters supplies.

A shoe manufacturer follows somewhat the same plan of General Electric, noted above, though it is a bit more complicated. The inquiry is first recorded against the particular advertisement which was responsible for it. The nearest dealer is located from the company maps, his name is noted on the letter and the letter is sent to the stenographic department. Here the particular form letter which applies to the request is provided and the envelope is addressed. A report slip is then made out in triplicate—one copy for the salesman, one for the dealer and one for home office record.

Dealers are instructed to wait a short time after receiving the slip and then, if the prospective customer has not called, to send a short note asking her to come in and look over the line.

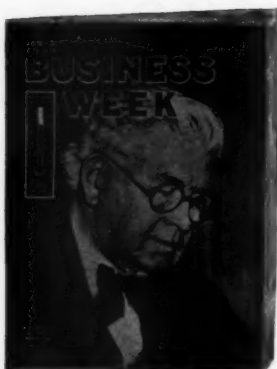
"There are many inquiries," says this manufacturer, "which actually are turned into sales by the information contained in our letters of reply and many other orders are secured by our stores through follow-up means of letter writing or some other kind of solicitation."

This Company Keeps Forms Brief

All forms are kept brief by the Star-Peerless Wall Paper Mills. An attractively printed postcard goes to the inquirer—always within three days—telling her that the home-decoration book is in the mail. At the bottom of the card there is typewritten the name of a local dealer or jobber.

If a dealer is named, he in turn receives a Government postcard containing the name of the inquirer

From time to time advertisements on BUSINESS WEEK will consist of letters to and from the staff, containing only material to repay reading time.



BUSINESS WEEK

A McGraw-Hill
Publication

330 West 42nd Street, New York City

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INTEROFFICE

MCGRAW-HILL PUBLISHING COMPANY-INC

MCGRAW-HILL BUILDING
330 WEST 42ND STREET
NEW YORK, N.Y.

Memo to Business Week Sales Staff

In your sales work you will conserve your client's time, as well as your own, by stressing these major facts concerning Business Week.

1. Paid circulation - over 89,000 A.B.C. December 30 issue.
2. As near 100% business executive circulation as it is possible to secure through highest standards in subscription selling methods.
3. Advertising rate is based on 75,000 guarantee.
4. Sell your paper - develop each original feature - do not waste your time talking about other publications.
5. Point to enlarged editorial staff, dwelling on weekly improvements.
6. Your paper serves the richest business market available - - demonstrate.
7. Show reason why those selling to business have minimum waste in this publication.
8. Close with Business Week desirability, because of above facts, in promoting products that require business executive acceptance.

Re-read paragraph four and paragraph seven.

Elgar Kobak
Vice-President

and the suggestion that he endeavor to make a sale. In case a jobber receives the card, he is advised to have one of his paper-hanger customers follow up.

The final step is to send a form notice to the company's sales representative. If the dealer is located in the town where the inquirer lives, the salesman is directed to follow through; if not, he is to use the inquiry to help him get a dealer in that town on his next call.

A Plan for Decentralized Sales Set-Ups

Companies that have somewhat decentralized sales organizations will be attracted to the plan of the American Stove Company. C. F. Farnham, of that company's advertising department, describes it succinctly:

"For a number of years we have omitted coupons from our advertising. This is because we have one or more dealers in every town; also, our goods are usually found on the floor of the local gas company. If a woman is interested in our Magic Chef gas ranges, she can find them very readily in her town.

"Those who do take the trouble to write us a letter, we handle as follows:

"(a) Main office distributes all inquiries among our seven territorial sales divisions.

"(b) Sales division upon receiving the inquiries from main office, writes letter to correspondent, advising that her inquiry has been handed to our sales representative who will take care of same.

"(c) Our salesman then either calls personally, or sees that the most enterprising outlet we have receives it.

"Our experience is that in a brief period after making the inquiry, someone gets in contact with the correspondent.

"Our salesmen are trained to understand that each one is a *local sales manager*. His sales force is the retail sales forces of his dealers. It is his job to educate these salespeople, to do everything he can to make them effective.

"One of his jobs is to energize the dealer into following up all prospects. That is one reason why we do not send the inquiry direct to the dealer. The salesman is the best judge of how it should be handled, and which outlet is most capable of taking advantage of the inquiry.

"We operate no follow-up. We used to have quite an elaborate system of follow-up letters, but found it didn't pay. If the prospect is truly interested, once contact has been made, that is sufficient; either they buy or they don't."

A Government postcard is used by Iver Johnson's Arms & Cycle Works to notify the dealer of an inquiry received regarding bicycles. He is requested to solicit the order and report on the result. Also, to the letter answering the inquiry a sticker is attached giving the name and address of the dealer. Requests in answer to an arms advertisement are answered with a processed letter, with which are enclosed folders and a return envelope. In the letters it is suggested that purchase be made of a local dealer, although no dealer's name is given.

Getting dealer and prospective customer together is the chief aim of a roofing-material manufacturer who solicits inquiries in his advertising. About two-thirds of the communications received are merely the filled-out coupons requesting booklet and further information. A form letter is returned with the booklet and at the end of the letter are appended the names, if it is possible, of local dealers, handling the product.

Some Letters Handled Individually

The remaining third of the inquirers tell exactly what their roofing problem is. Each letter must necessarily be handled individually. In all of these cases letters that are sent back by the company give dealers' names. The dealers are sent the names of all inquirers and are also provided with any information that may be of help to them in closing the sale.

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Forward Letter

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It should be noted that all dealers in a town are given the opportunity to go after the sale. In case there are several dealers stocking the line, it is quite probable that one of them, at least, numbers the inquirer as a customer and consequently is quite likely to sell him when he shows the product and explains its advantages.

Forwarding the Original Letter

In order to acquaint the dealer with the exact type of the inquiry received, a furniture manufacturer states that the original letter and a carbon copy of the reply are sent to the nearest company's retail representative. He is requested either to telephone or call on the prospect and endeavor to turn the inquiry into a sale.

As to tangible results, this manufacturer says: "Although we are quite sure that we do not hear from every call that is being made, we receive enough letters from our dealers telling us that they have been able to secure an extra sale, to prove to us that our follow-up system is profitable."

There is a possibility—though it does not seem that it would prove embarrassing to most advertisers—that the local representative may be too zealous in his effort to land a sale and thus do more harm than good. A furnace manufacturer guards against this danger by instructing his branch managers not to make more than one call on an inquirer unless the latter has shown in the first interview more than passing interest. "We believe that people answering our advertisements," says this manufacturer, "do so in order to secure more information, but we do not wish to incur their ill-will by persistent sales efforts, if the inquirer does not encourage it."

The method followed by this advertiser is to send a copy of a description booklet on the receipt of an inquiry and to forward his name to the nearest branch manager, who usually follows up with a personal call.

This follow-up is known to be a profitable investment, resulting in

a large number of direct sales. One reason which the company ascribes for its success with inquiries from publication advertising is that it invites only those who are interested in the product. While the number of inquiries received is not large, in the majority of cases they are bona fide.

An alternative plan of notifying the inquirer of the name of his local dealer is followed by a manufacturer of structural material. He sends samples, when requested, with appropriate literature. When he notifies the dealer, the latter receives also a Government postcard, addressed to the person making the inquiry and on the reverse side of which is the dealer's statement that he carries the particular products in stock and will gladly fill orders or give any additional information. All that is required of the dealer is that he sign the card and drop it in a mail box.

Regards Inquiries as a Bonus

It is interesting to note that this advertiser regards the direct inquiries that come to him in the light of a bonus, because of the fact that his copy is not prepared for the primary purpose of pulling inquiries.

Some merchandisingly alert companies have seen an opportunity to deliver a telling sales talk when they send out names of inquirers to dealers. One such is a floor-covering manufacturer, whose letter—palpably a form—gives three hints for selling his product to the person whose name is given. The letter also mentions the power of the company's advertising, suggests that the inquirer be phoned at once, while her interest is hot, and points out the advisability of reordering if stock is low. All of this is accomplished in seventeen lines.

A manufacturer whose sole contact with the final seller of his goods is through the medium of a jobber must inaugurate a system of his own in bringing an inquirer to his local representative. The Weil-McLain Company, manufacturer of boilers and radiators, is in that group. M. C. Reich of that

company makes this explanation:

"Our advertising ordinarily is not of the inquiry bearing type, although occasionally we do have a bit of copy in the form of invitation to the consumer to write for a certain folder or booklet. Such requests as are received through the advertising we do are in nearly every instance turned over to our distributors with our recommendation that the leads be referred to some member of the trade who does business with them, for follow-up. This is the most logical procedure in our instance, because neither we nor the jobber sell our products direct to the consumer. Therefore, we feel it important to place in contact with the person, who has manifested an interest in our boilers or radiators, a steam-fitter who is dependable, and naturally, favorable to the jobber and to us. This, then, is the extent of our activities toward inquiries that are received."

A study of the varied methods described above and a score or so of others not noted in this article leads to the following general conclusions:



Fels Elected to Trade Group

Samuel Fels, of Fels & Company, Philadelphia, has been elected to the board of the Association of American Soap and Glycerine Producers to succeed Dr. J. S. Goldbaum, also of Fels & Company, who has retired from active business because of ill health, and who has been succeeded at Fels by Cyril G. Fox as general sales and advertising manager. Another new member of the board of the association is N. R. Clark, of Swift & Company, who succeeds the late Robert Johnson, who was also with Swift & Company.

Joins George H. Field, Inc.

Howard B. Driscoll has joined George H. Field, Inc., New York, Eastern representative of the Radio Transcription Company of America, Ltd., in an executive sales capacity. He formerly was publishers' representative for the Associated Farm Papers and with Donahue & Coe, Inc.

Ross Leaves Lord & Thomas

Albert M. Ross has resigned as vice-president of Lord & Thomas. He had been with this agency for more than nine years, with headquarters during recent years in the New York office.

An inquiry from a prospective customer is something to be treated with respect. If it is solicited, it is worthy of the greatest consideration. It should be answered promptly, before the interest that prompted it has had time to lag.

Any system of tying-in dealer and prospective customer will be effective, to a degree, if it is made a part of one's business and is continued. Refinements of operation will undoubtedly be put in practice as time elapses.

"System" bears with it a connotation of intricacy. It is better to keep it simple. If names of inquirers have no further value after requests are filled and dealers are informed, destroy them.

Record forms with a good purpose are valuable—without it, they are a cumbersome nuisance.

Having informed the dealer of his opportunity to make a sale, the advertiser has accomplished about all that he can.

Assurance from dealers that a fair portion of the prospects are turned into sales is heartening. It is a pretty fair indication that the advertising is doing its job.

St. Louis Group Elects

The board of governors of the St. Louis Industrial Marketing Council has elected the following officers to serve during 1934: President, R. E. Sturhahn, advertising manager, Monsanto Chemical Company; vice-president, Nelson Greene, Watlow Electric Company, and secretary and treasurer, C. B. Dietrich, Wagner Electric Corporation. The following are directors: James R. Kearney, Oakleigh French, George C. Sears, Arthur Kochler, C. D. Hanyan, Paul Ryan and H. von P. Thomas.

Winchell with NBC

Paul A. Winchell has joined the market analysis staff of the network sales promotion department of the National Broadcasting Company, New York. For seven years he was assistant promotion manager in charge of advertising research of Liberty.

Hunter, President, Maclean

H. J. Hunter, who had been vice-president, has been elected president of the Maclean Publishing Company, Toronto. J. B. Maclean, who had been president, becomes chairman of the board. H. V. Tyrrell, general manager, in addition becomes vice-president.

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if the word "Advertisement" down at the bottom of the page were overlooked. The only other indication of commercial sponsorship is in very small type in a box which offers the question-answering services of Miss Ruth Atwater and mentions that she is the director of home economics of the National Cannery Association.

The copy is of considerable length, occupying the entire pages except for two illustrations of the results of recipes mentioned therein and a small decorative sketch. Informal and chatty in tone, it was written by a woman whom the advertising portfolio for the campaign describes as "perhaps the most interesting and important writer on food subjects of the present day." She writes under the by-line, "Susan Fairchild," a pen name.

The heading of the first advertisement is, "Men Like Red Hats," which off-hand might seem to have little to do with a pear and cranberry salad. The introductory paragraphs develop the idea that just as men (it is alleged) fancy

red above all else in women's millinery, there are smart styles in foods which will keep papa coming back to the table regular. And, of course, women wish to know what men like. With this the copy eases practically before you know it into a procession of recipes and suggestions on how to serve several different kinds of canned foods properly and attractively.

"Doing Right by Our Nell" is the headline of the second advertisement which is somewhat elucidated by a sub-head mentioning that: "Rescued from the toils of her kitchen, Nell achieves lovelier-than-ever meals." Then comes something about how the use of canned goods helps eliminate household drudgery, again setting the stage for suggested new uses and recipes.

The advertising committee has decided that a need for education on modern canned foods exists also in the medical, nursing and dietetic professions and contemplates advertising to these groups in the special publications which reach them.

* * *

Death of Franklin P. Glass

Franklin Potts Glass, seventy-six, publisher of the Montgomery, Ala., *Advertiser*, died at that city last week. He started in newspaper work in his early twenties as editor of a country weekly and spent the rest of his life in newspaper work. He was at different times part owner of several newspapers. Last year Mr. Glass was appointed by President Roosevelt to the United States Board of Mediation. In 1918 he was elected president of the American Newspaper Publishers Association and headed a group of editors who visited Europe in the closing days of the World War.

Advanced by Bigelow-Sanford

William Burnham has been appointed advertising manager of the Bigelow-Sanford Carpet Company, Inc., New York. Mr. Burnham, who has been with the organization for four and a half years, succeeds J. H. Winter, resigned.

Cooley Returns to Underwood

William T. Cooley, formerly of the Chicago office of Underwood & Underwood Illustration Studio, but for two years a partner in the former Wolff-Cooley Studios, has rejoined Underwood in Chicago.

Muir Resigns NRA Post

Malcolm Muir, division administrator of the National Recovery Administration and one of the chief aides of General Hugh S. Johnson since the inception of the NRA, has resigned to devote his full time to his duties as president of the McGraw-Hill Publishing Company, New York.

Under his direction nearly 100 codes, approximately one-half of all those which have been approved by President Roosevelt have been adopted by the major industries of the country.

W. Averill Harriman has been appointed Mr. Muir's successor with the NRA.

Appoints Moser & Cotins

The Fort Orange Chemical Company, Albany, N. Y., has appointed Moser & Cotins, Inc., Utica and New York agency, to direct the advertising of its liquid nail polishes, polish remover and other products.

Liquor Account to Presbrey

International Agencies, Ltd., New York, liquors and wines, has appointed the Frank Presbrey Company, of that city, to handle its advertising. Magazines and newspapers will be used.



Fact
the
the

Have you met the **MARTINS?**



Father, Mother, Brother, and Sisters of Mary Martin, center, put their enthusiastic approval on her new winter coat. Left to right they are: Alice, Mrs. Martin, Albert, Mary, Mr. Martin, and Virginia.

*Here's a Modern Family
made up of good people to know
if you have goods to sell—and
a dealer who sells them
in Baltimore!*

What's New at the

LOTS OF THINGS!

THE HERMAN MARTINS and their five charming children are new to Baltimore—but not to a number of Baltimore's stores. As Mr. Martin puts it: "We know the shops even better than the streets. We've been furnishing the house . . . and shopping quite a bit . . . so we're getting to know our way around."

Most any advertiser would like to have the Martins' trade. They're the type of family that's buying today—a whole list of things every week. Good food. Smart clothes. Nice things for the house.

. . .

THAT BRINGS UP THE POINT we'd like to make. The *only way* a manufacturer can reach this family regularly is by advertising in *The Baltimore News*. For, as Mr. Martin says, "The News is the only local paper we like."

And thereby hangs a tale—one that has to do with *sales*.

There's an entirely new news-

paper picture in this market today. It's not what it used to be. More Baltimoreans are reading the News than any other paper in its field.

This swing to the News is shown by its leadership of approximately 15,000 families. This dominance is growing every day.

. . .

WHY? The News has been tailored to fit the modern taste of modern Baltimoreans. The people you want to advertise to are among its readers. Thousands of them . . . folks like the Martins . . . alert, ready-to-look buyers.

And in making 1934 advertising plans for Baltimore, you really can't afford to overlook them.

The greatest number are reading the News because they believe it the greatest local paper. Its circulation is 145,906. Its readership lead is about 15,000 families.

And these readers are the type who come trooping into stores—purses ready—to buy!

The News is represented nationally by the Rodney E. Boone Organization. Why not call in a representative right now and have a chat?

*The Paper
Baltimore Buyers
Read Today*

THE BAL

Miss MARTIN
Mr. and Mrs.
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at the MARTINS?



RECENT PURCHASES MADE BY THE MARTINS

Majestic Radio
 RCA Tubes
 Sanicold Refrigerator
 National Washing Machine
 Aunt Jemima Flour
 Kellogg's All-Brn
 Quaker Oatmeal
 Domino Sugar
 Chase & Sanborn's Coffee
 Borden's Milk
 Hellman's Mayonnaise
 Palmolive Soap
 Rinso
 Campbell's Soup
 Colgate's Toiletries
 Vaseline
 Cutex Nail Polish
 Yardley's Toiletries
 Listerine

Miss MARTHA MARTIN, daughter of
 Mr. and Mrs. Herman Martin, shown
 above, in a lovely new gown of white
 satin and lace. Above, right, Mrs.
 Martin and Mary, starting to shop.

BALTIMORE NEWS

Better Times in 1934, Predicts This Master Salesman

For One Thing, with New Merchandise Being Introduced, He Sees
Advertising Continued on Large Scale

THE Auto Show brought Mr. Grant, General Motors' salesman extraordinary, to New York last week. Taking time out from the hustle and bustle of that event—which left no doubt that this virile industry is aggressively going after sales this year—he addressed the Advertising Club of New York under the sponsorship of its Motion Picture Group. In a preface to his talk on the use of motion pictures in selling (which will be reported in **PRINTERS' INK MONTHLY** for February) he delivered the following sound and encouraging remarks on business in general and on advertising in particular.

By R. H. Grant

Vice-President, General Motors Corporation

A VISIT to this year's automobile show indicates that a lot of engineering and development work has taken place since last year. Those of us who have to understand the automobile business know that that engineering work cannot leave off at the place where it now is.

I think this show typifies to understanding eyes that there is ahead of us a lot of development work to be done. As a sales and advertising man, I am glad of it, because as long as there is development work to be done that is of an economic nature and gives to our customers greater values, the public wants changes and the salesmen and the advertising man are called upon to get the worth and the value of those functions in front of the public.

I think it will be many years, if ever, before the automobile business gets on a basis where a perfectly standardized product is manufactured at the lowest cost. As long as the business is changing and developing, the work of the salesman and the advertising man is very important and the automobile will stay in the public eye and get a secondary advertising of great value from the conversation that takes place in public places and wherever people meet.

So, I feel that while some of us, who would like to see things change and like to see progress made, had a fear a few years back that our industry might get on a standardized basis, with a lot of the poetry and romance taken out of it, I think a visit to this year's show reveals that we are still in a young and virile industry, the end of the development of which cannot be seen. So, I think, that augurs for sales activity and for advertising men an important thing: That as long as these new things have to be introduced the advertising appropriations will have to be kept on a high scale in the future as in the past.

I want to develop the importance of a proper consideration of advertising in the great recovery program that is taking place. We meet, many of us here, and I think a lot of us met here a year ago. I think that all of us can say today that times are better than they were then. In addition to that, I think we can make a statement of more significance and importance: Times are going to be better in 1934.

I have reserved the making of that statement for quite a considerable time because I was fortunate enough to keep out of that "Oh Yeah" book that was printed two

Jan. 18, 1934

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or three years ago. But I think a man can make the statement I just made and feel that he is safe in making it as far as our 1934 outlook is concerned.

There are two great lines of thought existing in the United States. I will outline them to you. One line of thought is that in our evolution we have now gotten to a point in world economics where the business men and the people of themselves and by themselves cannot govern themselves and the State must participate. That is the person with the Socialistic trend of thought doing his thinking, and we have many people thinking in that direction.

There is the other line of thought to which I happen to subscribe, and that is that as a result of a great war the magnitude of which even now is beyond our comprehension, we upset the channels of trade completely, we made countries poor that were formerly rich, we made countries rich that were formerly poor. We have placed the responsibility on certain groups of men operating in a creditor nation where they had never had the experience before. It was the most tremendous upset in our economic history since the world started.

Takes Time to Straighten Things Out

It is only natural that after such an upset, a number of years must be taken in order to get things straightened out. I firmly believe that in due time those things that are disturbing us and hurting our progress will be straightened out. I think there are already some of the fundamental things that have been straightened out.

Consequently, I do not believe that basically and that fundamentally the world has changed to the extent that the people of themselves and by themselves cannot govern their business routine. I believe we will come back to it, but as a result of the necessity of meeting emergencies, with the governments of the world stepping into the picture, I have no doubt that we may have modifications



R. H. Grant

and that we will have to adjust ourselves to a few more rules in the conduct of our business in the future than in the past. But I think fundamentally we will be the same as we always have been and let us hope that these modifications will bring about some progress in our general scheme of evolution.

Now, there is a great worry on the minds of a great many men. There is no question that the Government's spending money is going to make 1934 a better year. There is no doubt that our farm processing taxes, where we are lifting money out of the places to which it flowed and transplanting it to other parts of the country, is having a tremendous effect.

I just had an interview with a man who spent his vacation in his own home town, a little town of six or seven hundred people in the South where one year ago, when he spent a similar vacation, he could not change a twenty-dollar bill except at the post office. This year, he tells me you can make change for twenty-dollar bills in practically any store in that town.

I have had reports from farm editors about our Western condition. While it has not improved in an area where they had a poor wheat crop, while it has not improved in certain spots, in the main that same condition that I report to you about the South is spring-

ing up in our small Western communities.

So, 1934, is not only going to be helped by what you see going on in cities like New York and Detroit, and so forth, but the money that has been put out into the small places is going through the various processes to reflect itself in better business in the trading areas around those smaller communities. So I feel that 1934 is bound to be prosperous because the money is in circulation, the psychology is changed, people want prosperity back and it is going to come, not only in material things, but in spiritual things as well.

But, the worry comes from this angle: Will the world cure that is necessary to get us back on the right track and give us a greater freedom as business men to run our own affairs—will that check in by the time that the artificial stimulus of Government spending has checked out?

Nobody can tell. We know from the history of the depression of '73 and that of '93 that about seven years are necessary when these big world upsets take place for the ingenuity of men to get them straightened out. We know that the vast sums of money appropriated will take time for expenditure and it seems to me that that money will not all be spent or the influence of it not all over until the end of 1935, and if our graphs and studies are of any value at all, the world recovery ought to be on its way in good shape just about the time that we hit that thirty-one billion dollars of debt—which seems to be a figure that makes everybody stop, look and listen.

Advertising's Part in Recovery

Now, what has all that got to do with advertising, or what has advertising got to do with that? We need, in fact we have a responsibility to assist our President and all the forces that are at work to stimulate a recovery, to see that we do our part to put our businesses in just as strong and healthy a shape as we can.

Now, the greatest thing in busi-

ness is to sell lots of goods. If you can sell a lot of goods, you can run a business with the most terrible management and make a howling success out of it for quite a while. I have found that the greatest cure for the weaknesses of all the other people in a business is for the sales department to sell a lot of goods. This world at this time needs to have a lot of goods sold.

Can Reflect a Confident Spirit

We hear a good deal about the need of increasing consumption, and I am saying that one of the greatest assistances to a large consumption of goods is to get a good spirit to sell those goods. As the bulk of goods have to be sold by influences set up ahead of the time when the salesman and customer get together, advertising can play a tremendous part in reflecting a confident spirit to the public and in indicating that it is time to buy and that your particular goods are so intriguing that of course they will buy that particular brand.

A united effort in that direction will be helpful. When we are coming out of depressions, as a rule, we find that advertising appropriations increase just ahead of the time when business increases. Advertising appropriations are increasing now. Most magazines, I think, feel that they have more space sold now than at a similar time in the last two or three years. We need, not only selfishly, but also with a spirit of broadness, to review our advertising and make it just as potent as we can in developing that prosperity that we want to come along and take the place of Government spending later on.

You can do a lot of things by advertising. We have some proof of it, and advertising to be economic and right of course must reduce costs and enable customers to buy at a lower price. It generally does.

The advertising bill always goes down percentage-wise as the volume of business goes up, and advertising can create business. On the

Subscriber Demand in 1933 Beat ALL-TIME Record!

BUSINESS MEN must have interpretation and explanation of what's going on in Washington. So naturally, they turn to *Nation's Business*.

Natural demand for the magazine, without the artificial stimulation of short-term offers, premiums or deferred payments, was greater in 1933 than in any previous year.

Nation's Business is well-informed and authoritative because it draws on the United States Chamber of Commerce, a federation of leading business men and business organizations the country over. No other organization is so well informed on legislation affecting business. No other organization is so close to authoritative sources.

Because *Nation's Business* is informative and authoritative, 224,565 business men now buy individual subscriptions, at \$3 for one year or \$7.50 for three years, in addition to the 31,721 who subscribe as members of the Chamber. The membership subscribers make up 12.8% of the total circulation of 256,286—all net paid, in advance.

No other publication is so widely read by business leaders.

NATION'S BUSINESS

★ WASHINGTON ★

More Than a Quarter-Million Net Paid—A. B. C.

E. V. THOMPSON
Director of Advertising

420 Lexington Avenue
New York City

The Pittsburgh Press

Fifth First

IN ADVERTISING MUM

First

IN PITTSBURGH IN

 RETAIL • ART M
 AUTOMOTROTC
 CLASSIF • TO
 ADVER

Authority: Media Records, exclusive of noncompetitive linage in all papers, and advertising sold on group basis in both Sunday papers.

MEMBER OF THE UNITED
 PRESS...AUDIT BUREAU
 OF CIRCULATIONS
 METROPOLITAN SUNDAY
 NEWSPAPERS and of
 MEDIA RECORDS, INC.


 The Pitts
 SCRIP

 ONAL AD
 PAPERS
 AGO • SA
 ROIT • P

Pittsburgh Press

THE WORLD

PITTSBURGH

VOLUME DURING 1933

DEPARTMENT STORE • GENERAL
PHOTOGRAPHY • TOTAL DISPLAY
SUNDAY • DAILY • SUNDAY
ADVERTISING VOLUME

Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

In Detroit . . The Trend Is To The Times

The Detroit Times

FIRST

in Retail Grocery Linage for 1933

Media Records figures (covering 1933 and 1932) point out the **TREND** to The Detroit Times in this important classification!

1933	1932
<i>Times</i> - 388,382 lines	<i>Times</i> - 374,825 lines
<i>News</i> - 387,485 lines	<i>News</i> - 564,395 lines

(Included in The Detroit Times leadership in total retail grocery lineage is **COMPLETE LEADERSHIP** in **CHAIN GROCERY** lineage!)

National Food Advertisers when approving final plans for 1934 schedules in Detroit should be guided by The Detroit Times **LEADERSHIP** in retail grocery advertising a leadership enjoyed because of The Detroit Times leadership in **ADVERTISING EFFICIENCY** and **ADVERTISING ECONOMY!**

... for full (and truthful) details ask a **BOONE** man!

DETROIT TIMES

Represented Nationally by the Rodney E. Boone Organization

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other hand, the money can also be spent foolishly and consequently a great amount of judgment is needed in handling our appropriations from now on.

We have enough specific data to know that we can go to a department store, and we can take a brand of goods that has not been advertised and we can advertise those goods and show results. I remember something that I will never forget about advertising and selling. I remember the time when the H. J. Heinz Company started its great campaign. I happened to have an unusual chance to observe. A man came around with a tablecloth. He asked for a table. He put samples in the middle of the grocery floor, and they sold.

On the shelves, there were just as good products. They were probably a little dusty and high up and inconveniently placed. They probably had not been called to the attention of the customer and while these nice-looking bottles, with the tablecloth as the background, sold and a great business was made, other products just as good shrunk and shrunk.

That pickle company had to make good pickles, but the reason it is a great pickle company is on account of somebody's sales promotion and advertising idea. It could not have been a great pickle company without great pickles, but it might not have been a great pickle company, even with good pickles.

Macy's Knee Action

MACY'S, New York department store, had a rollicking good time last week. It doffed its figurative hat to the automobile show then in progress, giving particular attention to General Motors and Chrysler. It reveled in car terminology—aerodynamic, floating power, streamlining and what-not—all for the purpose of advertising some baby carriages.

"Knee Action and Elbow Grease" was the impelling and mirthful headline, while the main illustration photographed a curious individual kneeling under the front axle of an "English Marmet Coach."

The new coaches, we are told, "take any kind of road and eat it up at any speed of which nurse's elbow grease is capable." There is assurance of "plenty of space to accommodate dimpled and expansive knee action."

Within brief space of time the

country has become knee conscious. Macy's seized on this fact to do a bit of good-will advertising.

Knee Action

and Elbow Grease

SEE MACY'S OWN YEAR-ROUND SPORTS-PHANTOM SHOW!



Take 17 years of experience, planning, Macy's presents again, bringing to the world a line of baby carriages so advanced that it frankly causes a new kind of road. The new coaches take any kind of road and eat it up at any speed of which nurse's elbow grease is capable. What's more, they are so aerodynamic, floating power, streamlining and what-not—all for the purpose of advertising some baby carriages.

The new coaches, we are told, "take any kind of road and eat it up at any speed of which nurse's elbow grease is capable." There is assurance of "plenty of space to accommodate dimpled and expansive knee action."

1. Baby.
2. Mother.
3. Elbow and knee in a position of strain.
4. Baby in the car.

These splendid little models are on exhibit in the Street Side Garage Show on Street side from this part of the week, but all the year round. The Street Side of the world's greatest department store. More than a quarter of a million people stand the 17th Street show on Broadway side. That, to be sure, says a good deal, because a good deal of the way of the world's greatest department store is on the side of the street. But in addition to baby carriage show, we have modeled all other phases of human activity, and have developed a line of exhibits comparable to the car show, but do not merely present, we have taken the time to bring to you a maximum and gratifying volume of interest.

MACY'S

Advertising Decries Loss-Leader Practices

Voluntary Chain Operator Confesses Guilt, but Points Out Evils of a Scheme That Is Intended to Bilk Consumers

MINNEAPOLIS housewives are being treated to a frank explanation of the evils of loss-leader manipulation and other kindred practices in a newspaper campaign fattered by Charles J. Jordan, of the Jordan-Stevens Company, in behalf of his Food Guild Stores, which form a voluntary group.

In the NRA and its fair practice codes, Mr. Jordan saw "a grand opportunity to attack those practices which have built up tremendous retail trade institutions and destroyed so many thousands of small retailers."

"Two or three years ago a reputable house or self-respecting citizen would hesitate a long time before denouncing a competitor as one addicted to sharp practices," he says. "In our advertisements we avoid the stigma attached to the whiner by admitting that we ourselves are guilty of these practices. We deplore them just the same, however, and express the hope that NRA will be successful in developing a live and let live policy among business men."

The campaign, the avowed purpose of which is to give consumers an insight into "trade secrets," follows a straightforward cony tack. The first advertisement dealt with sugar as a loss leader. Quoting the actual wholesale price, which was above the retail selling price, it bluntly asked the public if stores selling sugar at that price were really "losing money or making it up on other items."

The next advertisement bore an illustration of a pirate, tagged "Cutthroat Competition." It makes its point briefly and sharply:

"The loss leader is an article sold at a price that nets a loss to the one who sells it. It's the worst form of cutthroat competition. We offer loss leaders—certainly! We have to do it in order that you

may be assured of competitive prices in our stores.

"But we don't believe in it—for what is lost on loss leaders must be made up on other articles sold at a profit. Food Guild stores believe in low average prices—not low prices on some things, high prices on others."

The "Limited Amount" Appeal

The only-one-to-a-customer type of deal comes in for a drubbing in the following quotation from one of the advertisements.

"When a store limits the amount you are permitted to buy of an advertised 'special' the reason is obvious. The article is offered as a loss leader—the merchant loses money on every sale. He quotes a low price because he wants to get you into his store and give him an opportunity to sell you profitable merchandise."

A more familiar tone is adopted in the third advertisement which feels out consumer reaction. "Would our ads impress you," asks the copy, "if we failed to include some low prices on articles of well-known value, such as sugar, soap, breakfast foods and advertised brands of canned goods?"

"Our guess is that your honest answer to that question would be 'no!' For it has become customary for grocers to advertise loss leaders as a means of attracting attention to their stores. The theory is that a low price on an article of well-known value will give you the impression that everything else the grocer offers is priced on the same relatively low basis as the loss leader.

"Not very flattering to your intelligence, is it? For you know that the lower the price offered on a loss leader the higher the grocer's price must be on the thing that he doesn't advertise."

Honest Inflation

THE smaller the number of "vehicles" to facilitate exchange, the greater the load that each must carry. Gold is carrying too great a load. Mr. Tuck tells why the re-establishment of silver to shoulder its share of the burden would give this country a more practical, useful instrument of exchange. His article, reprinted by permission from a longer article in *Scribner's Magazine*, is a strong plea for the return of bimetallism.

By Edward Tuck

Founder of the Tuck School of Business Administration at Dartmouth College

MONEY is an instrument of valuation, established by law, to measure, compare and exchange values, and to serve as a legal tender for debts. The material of money is in principle unimportant, except so far as it is liable to affect the aggregate amount in existence—the total monetary mass. The value (purchasing power) of money is increased or decreased, *ceteris paribus*, in inverse proportion to its volume.

Indefinite issues of paper money create redundancy and depreciation. Comparative fixity or limitation of supply is therefore requisite to give reasonable stability to the value of money. Paper money can be increased in amount indefinitely, at the will of the sovereign or of the legislators, while metallic money is susceptible of only a limited and measurable annual increase, which distributes itself among the nations.

Added to the total accumulated monetary mass existing throughout the world, this increase forms but a very small percentage, and serves barely to supply the needs of constantly increasing population, production, and commerce. For these reasons it is agreed that metallic money alone constitutes a safe standard of value. From very early days, gold and silver have been selected by nations whose civilizations are built upon trade as the world's money metals. Hence they have received the name of "the precious metals."

It is the legal function of money that gives to the metal its great

value. It is the legislator who bestows upon the metal this function. The legislator can withdraw the money function and thereby destroy the metal's great value. Hence the term, "intrinsic value," applied to money, is misleading. Its value is almost entirely extrinsic.

Bimetallism is the privilege of unlimited coinage of both gold and silver as full legal tender money, at a ratio of weight fixed by law. This does not mean, as some suppose, redemption, or convertibility, of one metal by or into the other. Both metals stand on a perfect equality before the law. In the United States the silver dollars and silver certificates at present outstanding—465,000,000 in all—always stood at a parity with gold by reason of their equal legal tender quality for all debts. There is no good reason to doubt that the whole amount of silver belonging to our Government, including the silver bullion, could be paid out—were specie payments resumed—in dollars or in certificates, and retained in circulation at par with gold, as was the case, prior to our going off the gold standard, with the silver dollars and certificates then outstanding.

Daniel Webster said in the United States Senate, in 1836:

"Gold and silver is the money of the Constitution. The constitutional standard of value is established, and cannot be overturned. To overturn it would shake the whole system. Gold and silver at

rates fixed by Congress constitutes the legal standard of value in this country, and neither Congress nor any State has authority to establish any other standard or dispose of this."

Michel Chevalier, in the preface of his French translation of Humboldt's *Gold and Silver*, said:

"By reason of the part which gold and silver play in all the transactions of mankind, in the contracts between States and individuals . . . every important change in the value of gold and silver is a serious event, a sort of revolution."

The correctness and wisdom of these views appear never to have been questioned until after the great discoveries of gold in California and Australia, at which time this same Michel Chevalier began to advocate silver monometallism. In 1859 he published his once famous work on *The Probable Fall in the Value of Gold*, in which he argued in favor of the demonetization of gold by reason of its enormously increased production.

Significantly enough, it was Richard Cobden who wrote the preface to the English translation of this work (published by Appleton in 1859), and in it reiterated Chevalier's statement that the production of gold had amounted in ten years to about as much as the entire production of the world during the 356 years which intervened between the date of the discovery of America by Columbus and the year 1848. The gold monometallists of later days have never had half so specious an argument against the fitness of silver to serve as money as that argument against the fitness of gold.

Many writers on economics today cite statistics of deposits, and prices compared with those of previous periods, seeking to prove thereby that the actual volume of gold suffices for the present needs of commerce and money circulation. If this is the case, how does it happen that not a single important nation can pay its obligations, either of maturing bonds or of its demand notes, in gold coin? Even in France, nominally still on the gold

ADVERTISING

CLIENTS OF

FULLER & SMITH & ROSS INC.

AMERICAN CAN COMPANY
ART METAL
CONSTRUCTION CO.
THE AUSTIN COMPANY
THE BASSICK COMPANY
CENTRAL UNITED
NATIONAL BANK
—OF CLEVELAND
C. F. CHURCH
MANUFACTURING CO.
CLEVELAND FRUIT JUICE CO.
F. & F. CORBIN
COMMONWEALTH SHOE
& LEATHER CO.
DETROIT STEEL PRODUCTS CO.
FIDELITY & DEPOSIT CO.
OF MARYLAND
THE FOX FURNACE CO.
THE HILLS BROS. CO.
(DROMEDARY GINGERBREAD MIX)
HOTELS STATLER
COMPANY, INC.
THE LEISY BREWING CO.
THE LIONEL CORPORATION
MONONGAHELA WEST PENN
PUBLIC SERVICE COMPANY
NATIONAL CANNERS'
ASSOCIATION
NATION'S BUSINESS
NEW YORK UNIVERSITY
POTOMAC EDISON CO.
THE STANDARD REGISTER CO.
THE TEMPLIN-BRADLEY CO.
S. B. THOMAS, INC.
UNIVERSITY SCHOOL
WESTINGHOUSE ELECTRIC
& MANUFACTURING CO.
WESTINGHOUSE LAMP CO.
WESTINGHOUSE
X-RAY CO., INC.
THE WEST PENN
ELECTRIC CO.
WEST PENN POWER CO.
THE WOOSTER
BRUSH COMPANY
WORCESTER SALT COMPANY

49 WEST 45TH STREET
NEW YORK

Fuller

and Smith

and Ross

CLEVELAND
1501 EUCLID AVENUE

Re Statler's Certified Lighting . . . we quote a letter from the general sales manager of a prominent manufacturer (not a client):

....."I presume that the Statler Hotel advertising of certified lighting comes out of your offices and to me it looks like you have made a scoop. Please accept my congratulations."

standard, napoleons are unobtainable except by purchase in the market at a premium equivalent to the price of gold in London.

* * *

To the demonetization of silver, first by England in a fit of extreme insularity after the triumph of Waterloo, and subsequently by the United States, Germany and (in consequence) France, may unquestionably be traced the present universal collapse. The eminent American economist, Professor Francis A. Walker, author of a standard work, *Money*, published in 1877 and 1891, declared with emphasis: "The history of the century would be searched in vain for a political blunder of equal enormity."

* * *

In 1871, two years before our own country demonetized silver, Ernest Seyd, well-known English author of *Bullion and Foreign Exchanges*, made this remarkably accurate forecast:

"It is a great mistake to suppose that the adoption of the gold valuation by other States besides England will be beneficial. It will only lead to the destruction of the monetary equilibrium hitherto existing, and cause a fall in the value of silver from which England's trade and the Indian silver valuation will suffer more than any other interests, grievous as the general decline of prosperity all over the world will be.

"The strong doctrinism existing in England as regards the gold valuation is so blind that, when the time of depression sets in, there will be this special feature: The economical authorities of the country will refuse to listen to the cause here foreshadowed; every possible attempt will be made to prove that the decline of commerce is due to all sorts of causes and irreconcilable matters. The workman and his strikes will be the first convenient target; then speculation and over-trading will have their turn.

"Later on, when foreign nations, unable to pay in silver, have recourse to protection, when a number of other secondary causes

develop themselves, then many would-be wise men will have the opportunity of pointing to specific reasons which in their eyes account for the falling off in every branch of trade. Many other allegations will be made, totally irrelevant to the real issue, but satisfactory to the moralizing tendency of financial writers."

* * *

In studying the question of bimetallism one should keep clearly in mind: First, that money is not the value *for which*, but the *valuer by which*, commodities are exchanged and debts are paid. Money is only a counter, a marker, a measure of value, and is not by nature value itself. Second, that the precious metals, gold and silver, acquire their great worth because they are used as money—not that money *as money* derives its value from the material of which it is made. Third, that the material of which money is made is not in itself the standard, but the register in which the standard is recorded. The material of money bears a similar relation to value that the dial of a clock does to time. Hence the term "double standard" is an erroneous one in a strict verbal sense. It is not the standard that is double, but the metals in which the standard is registered.

It was to correct the misconception caused by the use of this misnomer "double standard" that Cernuschi originated, in 1869, the name "bimetallism," which covers the real principle at issue as perfectly as any single word can do.

The present generation of Americans look upon bimetallism as Bryanism, and do not take the trouble to study the history or the science of money, as well understood long prior to the Bryan campaign. As late as in May, 1894, a cable message was sent to the Lord Mayor of London by leading United States Senators of both parties as follows:

"We desire to express our cordial sympathy with the movement to promote the restoration of silver by international agreement, in aid of which we understand a meeting is

to be held in London. The ship's presence in the free silver by at a fixed volume of what is the cure to the tony from tions."

Between 1900, Bryan's publican converted the silver, and continues

At the time of the gold standard, the gold standard was refused to be the monies of England, try to do the tempt to Metallic by their not so the print from the that the matically tional s money, w 1 to 2 monetary

I ven bimetallism the court the accep of silver with gold protection commerce with the America. of silver ever lega to one or lished by debt-pay coming of the legal with it a

An ad commodities the resul of real the begin prices w

to be held today under your Lordship's presidency. We believe that the free coinage of both gold and silver by international agreement at a fixed ratio would secure to mankind the blessing of a sufficient volume of metallic money, and, what is hardly less important, secure to the world of trade immunity from violent exchange fluctuations."

Between that year, 1894, and 1900, Bryanism, aided by the Republican campaign, completely perverted public opinion regarding silver, and this opinion still so continues.

* * *

At the recent economic conference in London, President Roosevelt was severely criticized for refusing an attempt to stabilize the monies of the United States and England, but he was right. To try to do it would be like an attempt to stabilize two balloons. Metallic monies can be stabilized by their proportionate weight, but not so the unlimited products of the printing presses. It is only from the mines of gold and silver that there can be furnished automatically a needed yearly additional supply of metallic real money, which is estimated at from 1 to 2 per cent of the existing monetary stock.

I venture to predict that if bimetallism were adopted by us, the course of events would force the acceptance throughout Europe of silver money on an equality with gold at the American ratio in protection of those nations' own commerce, especially in connection with the Far East and South America. The world-wide price of silver would advance to whatever legal parity, whether twenty to one or sixteen to one, was established by the United States. The debt-paying power of silver becoming equal to that of gold at the legal ratio, nobody would part with it at a lower valuation.

An advance of price in all commodities would at once ensue, as the result of the increasing supply of real money. We see already the beginning of this in the higher prices which have accompanied the

late rise in the price of silver. The world is now ready for the remonetization of the metal, which would be followed immediately, gold and silver standing on the same plane as monetary units, with buoyant markets everywhere.

On the other hand, increased issues of paper money in the United States can have no effect on world markets, creating only redundancy at home and increased depreciation by comparison with the nominal gold equivalent. The United States cannot be willing that its money issues should follow in the steps of the French assignats. The wealth of all France was supposedly "assigned" as security for a currency the ultimate complete repudiation of which became a necessity.

We are deceiving ourselves in saying that the American dollar has now greatly depreciated in value. We have, legally speaking, only one dollar in the United States, which is the gold dollar of 23.22 grains. We use as current legal tender money the Government and Reserve Bank notes bearing on their face the "promise to pay" dollars, on demand. It is this "promise to pay" which is not good and is now worth only 65 per cent (approximately) of its face value. It is Uncle Sam, and not the "American dollar," who in these days of peace and plenty should bear the discredit of insolvency.

Bimetallists demand that the two metals be declared by law to be not of a fixed relative market value, but of the same utility in debt-paying power, in a fixed ratio—the mints to be freely open to the coinage of both—thus re-establishing silver in the position which it held in common with gold from the beginning of history until 1873 (always by legislative authority), and restoring the conditions under which, prior to that date, all debts—State, corporation, and individual—were incurred, and a supposed normal level of prices was established.

In other words, they claim that the "exchangeability" of silver for debt, equally with gold, should be

restored by legal enactment, with free coinage, in a fixed ratio, which will stand the test as against the novel and disastrous experiment of the present generation in endeavoring to "live and prosper" on a single gold basis. Silver must be again assigned a place in the monetary systems of the nations. The new-fledged theories of a "managed currency" of paper money are vain and empty. Nature alone, and not man, can be trusted with the vital problem of the world's money supply.

Even if all this were less indubitable, there remains another reason for now turning to bimetalism in the United States. The inflationists of today are demanding first of all an expansion of our present currency, and they want it through the agency which most largely appeals to the mentality of the machine age, namely, the printing press. If they succeed, we shall witness nothing but a still further diminished value of our currency in foreign markets.

If, on the other hand, we mutilate our gold coins, by cutting their weight in half, we dishonor our-

selves and enrich the growing multitude of European hoarders of gold who are accumulating the metal for this event. But, vastly more important still, we perpetuate the present inability of China and India to buy our agricultural and other products by continuing the non-recognition of their silver money.

Bimetallism is not an expedient. It is a world-wide specific for the ills which have befallen all nations. The remonetization of silver will immediately produce the increase in the circulating medium which inflationists are demanding. It will be inflation, but it will be honest inflation, because it will be supported by an ultimate redemption in a metal which has been recognized as precious by hundreds of millions of people throughout the ages and is now the metallic basis of the medium of exchange among hundreds of millions of people whose markets we wish to enter. Bimetallism will open these doors to us, because it will provide us with an instrument of exchange which will be immediately and constantly advantageous.



Atkinson Joins "Tide" Publishers

John Atkinson, formerly director of publication of *Tourist Trade*, Indianapolis, has joined the Tide Tourist Company, Inc., New York, publisher of *Tide*, which will also publish, beginning with a March issue, *Highway Host*. This new publication, which will have a type page size of 8½ by 11 inches, will be edited for managers of cottage touring establishments.

Frank McCullough is president of the Tide Tourist Company, Mr. Atkinson, vice-president, and Harry Brown, treasurer.

E. M. Knowles, formerly editor of *Tourist Trade*, has joined the editorial staff of *Highway Host*.

Visomatic Systems Organizes New England Subsidiary

Visomatic Systems, Inc., New York, has formed the Visomatic Company of New England, with headquarters at 25 Huntington Avenue, Boston. The new company is headed by George K. Thompson, formerly vice-president and sales manager of M. H. Rhodes, Inc.

New Price Policy for Coty

In 1932, Coty, Inc., replaced wholesale outlets with a limited number of specially appointed sales agents. This was done to keep its products from reaching undesirable outlets and to insure a proper mark-up and fair profit for dealers.

Now, in 1934, the company announces a new price policy. From now on, prices will be on the basis of retail quotation with discounts of 33½ per cent to the dealer working on a unit plan.

The company looks upon this new move as the climax to two years of preparatory endeavor. With business conditions hopeful, stocks clean and well-balanced, the company believes that dealers will be able to capitalize on the stability of its price structure.

Buffalo Club Elects

Harry W. Whitney, of the Larkin Company, has been elected president of the Greater Buffalo Advertising Club. Joseph M. Boehm is first vice-president; and John Daniels, Jr., second vice-president.

There are now approximately 1,150 members in the club.

I A

T

C

NEW

I ANNOUNCE WITH PLEASURE

The Election of My Associates

WILBUR L. ARTHUR

and

ELWOOD H. RANDOLPH

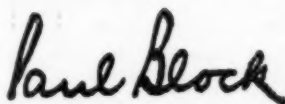
as

Vice Presidents

Of Our Organization Effective Jan. 12, 1934.

Each of these men has had long experience in Newspaper Advertising—and by their ability have earned outstanding reputations.

I am sure that their many friends will welcome this announcement.



PAUL BLOCK AND ASSOCIATES

NEW YORK

CHICAGO

DETROIT

BOSTON

LOS ANGELES

PHILADELPHIA

SAN FRANCISCO

The 150 Leading Magazine Advertisers of 1933

These Companies and Eighty-five Subsidiaries Invested \$69,703,908 in This Medium

HERE is a list of the 150 leading national magazine advertisers of 1933, together with their expenditures for that year as compared with 1932. In addition, the individual expenditures for eighty-five subsidiary organizations or individual products are given.

These figures are presented through the courtesy of *National Advertising Records*, published by the Advertising Record Co., Chicago. The figures cover the amount invested by these advertisers in a list of seventy-nine national magazines—sixty-eight monthlies and eleven weeklies and semi-monthlies.

The names of the advertisers are given in alphabetical order. Subsidiary company or individual product expenditures are listed immediately under the name of the parent company.

Twelve corporations invested more than a million dollars for magazine advertising in 1933. Their expenditures as reported are:

General Motors Corp.	\$3,703,011
Procter & Gamble Co.	3,249,080
General Foods	3,137,216
Lever Bros. Co.	2,677,508
Standard Brands, Inc.	2,565,161
Reynolds Tobacco Co.	2,247,109
Lambert Pharmacal Co.	2,140,625
Colgate-Palmolive-Peet Co. .	1,757,014
Chrysler Corp.	1,630,471
Campbell Soup Company	1,578,630
Bristol-Myers Co.	1,280,575
Heinz, H. J.	1,173,051

Every advertiser (not including subsidiaries) in the table spent over \$100,000. The total expenditure for the entire group amounts to \$69,703,908, as compared with \$77,473,187 in 1932.

The total amount of money invested by all magazine advertisers listed in the *National Advertising Records* for 1933 is \$93,987,970. This compares with \$115,342,606, which was invested by all advertisers in 1932.

Another interesting point is that the expenditures of the 150 adver-

tisers in the following table represent 74.16 per cent of total spent by all the advertisers checked in the entire survey.

It is important that this list be not used as a guide to the advertising policies of these companies. An indicated decrease or increase in expenditure over last year may mean merely a switch of a portion of a company's advertising appropriation from one type medium to another.

	1933	1932
All-Year Club of Southern Calif.	\$172,629	\$174,466
Amer. Chiclé Co.	211,984	143,116
Amer. Home Prod. Co.	229,689	627,449
Including:		
Boyle Co., The A. S.	41,823	44,831
Kolynos Co., The Watkins Co., The R. L.	101,506	175,819
Wyeth Chemical Co.	29,269	321,662
American Safety Razor Corp. ...	57,091	85,137
Amer. Stove Co. .	140,407	147,520
American Tel. & Tel. Co.	140,450	129,250
Amer. Tob. Co. ...	684,321	893,905
Anheuser-Busch ..	738,653	1,521,092
Armstrong Cork. .	223,010	104,086
Including:	135,705	290,755
Insulation Adv. (Nothing)		6,975
Armstrong Cork	135,705	283,780
Axtion-Fisher Tob.	489,832	522,600
Bigelow-Sanford .	309,100	364,100
Bon Ami Co.	548,006	577,075
Borden Co., Inc. ...	261,864	543,051
Bristol-Myers Co. .	1,280,575	1,956,202
Including:		
Bristol-Myers Co.	1,068,826	1,715,855
Mum Mfg. Co. ...	211,749	240,347
Brown & William-son Tob. Corp. .	280,310	280,373
Calif. Fruit Grow-ers Exchange. .	232,893	316,362
Calif. Packing ..	539,318	593,760
California Walnut Growers Assn. .	149,125	123,700
Campbell Soup. .	1,469,430	1,732,425
Including:		
Campbell's Soup	1,469,430	1,732,425
Franco-Amer. ...	109,200	84,050
Canada Dry	116,025	115,169
Canadian Pacific Ry. & S. S. Co.	117,141	83,707
Cannon Mills ...	227,150	233,900

Champ. S.
Chesebrou
Chrysler C
Including
Chryslar
DeSoto
Dodge
Plymouth
All Mo
Church &
Cluett, P
Coca-Cola
Colgate-P
Congoleu
Corn Pro
Corning
Coty, Inc
Cream of
Cudahy
Cunard
Curtiss C

Davis Co
Dollar S.
& Ame
Drackett
Du Pont
mours,
Includi
Celloph
E. I.
Rayon
Viscol
Rem.

Eastman
Equitable
suranc
Ex-Lax,

Fels & C
Feminin
Fireston
Rubber
Includ
Footwe
Tire &
French
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General
General
Includ
Baker
Baker
Calum
Certo
Gener

Coc
Grape
Grape
Fla
Instit
Jell-C
La F
Log
Maxw
Minu
Post
Fla
Post
Postu
Sank
Swan
General

	1933	1932		1933	1932
Champ. Sp'k Plug	\$209,345	\$232,153	General Motors ..	\$3,703,011	\$5,225,163
Chesebrough Mfg.	262,777	155,813	Including:		
Chrysler Corp. ..	1,630,471	1,657,915	A. C. Spark ..	117,855	114,950
Including:			Buick	403,292	639,940
Chrysler	263,730	403,620	Cadillac	296,185	411,630
DeSoto	220,785	304,790	Chevrolet	660,140	856,600
Dodge Brothers.	464,301	344,310	Delco Appl. ...	(Nothing)	17,150
Plymouth	661,655	555,320	Delco Prod. ...	(Nothing)	44,430
All Motor Cars	(Nothing)	49,875	Ethyl	621,065	1,161,906
Church & Dwight	125,338	148,696	Fisher Body ..	401,677	468,095
Cluett, Peabody ..	269,650	222,360	Frigidaire	274,065	588,625
Coca-Cola Co. ...	733,726	590,110	G. M. Radios..	(Nothing)	1,200
Colgate-Palm-Peet	1,757,014	1,930,803	G. M. Truck..	(Nothing)	13,805
Congoleum-Nairn.	378,428	422,360	Institutional ..	84,380	77,350
Corn Products ...	372,389	279,541	New Departure.	2,133	18,882
Corning Glass ...	241,749	267,999	Oakland	464,909	491,800
Coty, Inc.	292,408	290,693	Olds	374,610	316,400
Cream of Wheat.	352,193	398,150	Winton Engine.	2,700	2,400
Cudahy Packing ..	677,104	740,550	Gen. Shoe Corp..	115,600	52,500
Cunard Lines ...	109,674	74,206	Including:		
Curtiss Candy Co.	108,632	297	Jarman Shoe ..	92,350	52,500
			Richland Shoe..	23,250	(Nothing)
Davis Co., R. B..	216,702	366,578	Gen. Tire & Rub.	205,205	183,930
Dollar S. S. Lines			Gerber Prod. Co..	172,149	101,129
& Amer. Mail..	117,660	20,360	Goldman, Mary T.	108,056	99,501
Drackett Chemical	196,425	176,621	Goodrich Co., B. F.	453,258	383,407
Du Pont, de Ne-			Including:		
mours, E. L..	357,331	375,285	Goodrich Co. ..	340,123	233,520
Including:			Goodrich Footw'r	22,085	23,985
Cellophane Co...	200,700	168,850	Hood Rubber ...	90,025	125,902
E. I. du Pont.	57,900	112,153	Miller Rubber..	1,025	(Nothing)
Rayon Company	61,050	60,450	Goodyear Tire &		
Viscoloid Co. .	(Nothing)	850	Rubber Co.	597,551	761,890
Rem. Arms Co.	37,681	32,982	Greyhound Mgt. Co.	110,869	120,597
Eastman Kodak ..	521,354	499,364	Hammermill Paper	108,950	118,890
Equitable Life As-			Heinz, H. J. ...	1,173,051	1,267,415
urance Soc.	145,800	139,612	Hupp Motor	163,500	192,370
Ex-Lax, Inc.	326,378	352,726	Hygienic Products	114,398	173,383
Fels & Co.	360,973	448,440	Int. Cor. Schools	152,198	219,587
Feminine Prod. Co.	117,108	7,780	Including:		
Firestone Tire &			Int. Cor. Schools	126,600	186,570
Rubber Co.	331,383	306,699	Woman's Inst..	25,598	33,017
Including:			Int. Harvester Co.	227,825	262,785
Footwear	4,768	11,469	Int. Nickel Co..	215,890	112,800
Tire & Rubber.	326,615	295,230	Int. Silver Co. .	151,734	276,304
French Co., R. T.	162,785	152,227	Investors Syndicate	106,920	31,914
French Line	190,217	173,927	Ironized Yeast Co.	139,758	63,964
General Electric..	904,276	1,644,720	Jergens, Andrew.	588,466	772,015
General Foods ..	3,137,216	2,775,417	(Including Wood-		
Including:			bury)		
Baker's Choco.	160,725	137,650	Johnson & Johnson	247,254	449,304
Baker's Coconut	95,499	66,490	Including:		
Calumet	263,151	130,270	Chicopee Mfg..	(Nothing)	1,300
Certo	236,153	212,160	Johnson & John-		
General Foods			son	247,254	448,004
Cook Book ..	662	(Nothing)	Johnson & Son,		
Grape-Nuts ...	289,025	251,160	S. C.	357,853	246,350
Grape-Nuts					
Flakes	130,750	(Nothing)	Kellogg Co.	453,822	643,472
Institutional ..	(Nothing)	9,435	Kelvinator Corp..	375,870	364,060
Jell-O	342,913	269,925	Including:		
La France	96,675	41,300	Kelvinator ...	322,270	270,060
Log Cabin	83,214	1,200	Leonard Refrig.	53,600	94,000
Maxwell House	214,400	313,598	Kendall Company		
Minute Tapioca.	150,050	117,500	(Bauer & Black)	194,637	207,043
Post's Bran			Knox Gelatine ..	152,400	220,447
Flakes	270,077	359,934	Kotex & Kleenex.	708,867	889,614
Post Toasties ...	7,750	130,200	Including:		
Postum	284,057	213,980	Kleenex	299,642	328,692
Sanka	254,215	255,040	Kotex	409,225	507,005
Swans Down ...	257,900	265,575	Comb-Kotex &		
General Mills ..	797,550	646,750	Kleenex	(Nothing)	53,917

Kansas... *has business and industrial buying power, too!*



ASK the average man what they produce in Kansas. He'll probably answer "wheat." But McGraw-Hill knows that Kansas has manufacturing establishments and mining interests producing many million dollars' worth a year. It has public utilities, railroads and power plants. It has radio and electrical appliance retailers.

McGraw-Hill's circulation efforts do not ignore Kansas. To do so would be selling you short weight. To concentrate only on industrial centers, would be failing to deliver full measure of coverage. The kind of coverage you need must reach the prospects your own salesmen seldom, if ever, see.

McGraw-Hill circulation work is literally nation-wide. It is sold by space advertising, by direct mail, and by a thoroughly-trained and supervised field force covering *all* forty-eight States.

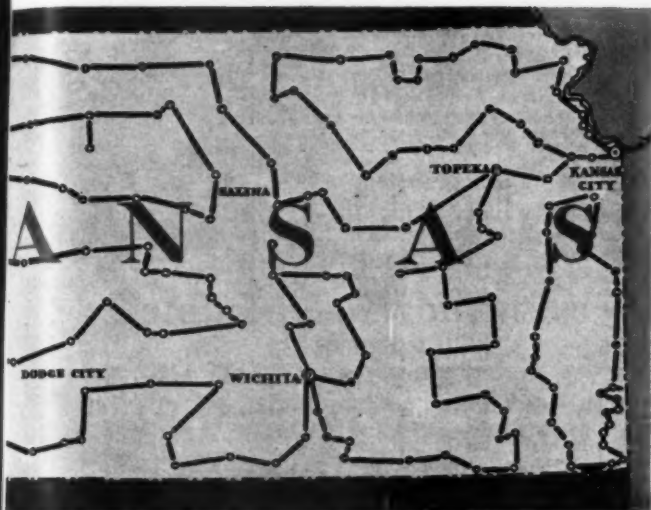
Observe the route map of Kansas above. Following these routes,

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American Mac
Aviation
Bus Transport
Business Week
Coal Age
Chemical & M
Engineering
Construction



McGraw-Hill Subscription Salesman's Route Map of Kansas

prepared by the home office, McGraw-Hill's representative spends eleven months covering Kansas. He is supervised and checked to see that he does a thorough job. And after he's covered these routes, he starts out all over again to check personnel changes, and to see that subscribers use their publications to best advantage; i. e., to keep the circulation *alive*.

How do we do it . . . and make it pay? The secret is that McGraw-Hill's circulation cost is borne not by one paper, but jointly by its entire group of publications.

McGRAW-HILL PUBLISHING COMPANY, Inc.

330 West 42nd Street, New York, N. Y.

American Machinist
Aviation
Bus Transportation
Business Week
Coal Age
Chemical & Metallurgical
Engineering
Construction Methods

Electrical Merchandising
Electrical West
Electrical World
Electronics
Engineering and
Mining Journal
Engineering News-Record
Food Industries

Factory Management and
Maintenance
Metal and Mineral Markets
Power
Product Engineering
Radio Retailing
Textile World
Transit Journal

	1933	1932		1933	1932
Lambert Co.	\$2,140,625	\$2,390,735	Including:		
Including:			Lentheric	\$3,761	(Nothing)
Lambert Phar..	1,974,197	2,189,455	Squibb	664,639	803,819
Pro-phy-lac-tic ..	166,428	201,280	Standard Brands.	2,565,161	2,708,591
Lamont, Corliss ..	847,508	901,762	Including:		
Including:			Chase & San... ..	594,398	768,800
Oxo Ltd. (Lemco)	5,927	10,705	Fleischmann's..	1,190,719	1,172,817
Pond's Extract.	841,581	891,057	Institutional ...	(Nothing)	600
Lehn & Fink ..	826,383	727,146	Royal Baking ..	474,819	527,074
Including:			Royal Gelatin ..	305,225	239,300
Dorothy Gray..	89,900	111,110	Standard Oil Co.		
Lehn & Fink ..	736,483	616,036	(New Jersey)..	264,990	236,552
Lever Bros. Co... ..	2,677,508	2,875,797	Including:		
Lewis Med. Co... ..	172,129	158,115	Stanco	66,640	83,552
Libbey-Owens-Ford	222,188	136,550	Stand. Oil, N. J.	198,350	153,000
Libby, McNeill &			Sterling Prod. ...	860,694	641,691
Libby	456,550	369,147	Including:		
Life Savers, Inc..	149,681	170,546	Bayer Co.	231,695	187,208
Liggett & Myers.	444,715	966,840	Calif. Fig Syrup	6,936	18,683
Lorillard Co., P.	132,300	129,848	Centaur Co. ..	275,137	190,267
			Gen. Drug Co.	11,714	12,450
Mennen Company	145,152	105,222	Phillips Chem..	258,705	129,307
Metro-Goldwyn ..	121,409	109,540	Three-in-One Oil	76,507	102,975
Metropolitan Life	891,546	932,005	Wells & Rich'd'n	(Nothing)	801
Morton Salt Co... ..	105,651	105,427	Stewart-Warner ..	224,831	367,225
Musterole Co. ...	145,157	38,275	Studebaker Corp..	213,547	571,185
			Including:		
Nash Motors Co..	268,670	215,790	Pierce-Arrow ..	54,968	109,635
National Biscuit ..	202,802	218,441	Studebaker ...	156,119	423,550
National Dairy ...	507,687	448,587	White Company	2,460	38,000
Including:			Swift & Co.	646,013	1,038,165
Deerfoot Farms	900	400			
Kraft-Phenix ..	506,787	448,187	Texas Co.	388,230	729,814
Nat'l Lead Co... ..	202,300	199,900	Including:		
N'thwest'n Yeast.	195,314	214,625	Indian Refg. Co.	(Nothing)	41,600
			Texas Co.	388,230	688,214
Oceanic S. S. Co.	111,407	50,211	Tide Water Oil..	125,900	167,800
Olson Rug Co... ..	127,088	193,528			
Oneda Community	174,260	199,000	Union Carbide &		
			Carbon	246,464	223,491
Packard Motor... ..	274,415	462,670	Including:		
Paris Medicine Co.	176,632	49,483	National Carbon	236,464	223,491
Parker Pen Co... ..	106,111	228,009	Prest-O-Lite ..	10,000	(Nothing)
Penick & Ford ...	235,580	209,575	United Prune Gr.	113,265	(Nothing)
Pennzoil Co.	155,115	146,300	U. S. Rubber Co.	405,596	354,422
Pepsodent Co.	901,762	1,024,706			
Perfect Circle Co.	137,350	138,700	Vick Chemical Co.	473,892	456,238
Pet Milk Co. ...	330,676	321,650			
Phila. Stor. Bat..	615,212	933,570	Wander Co.	700,254	769,279
Pillsbury Flour ..	396,875	468,220	Warren Corp.	583,160	708,400
Pineapple Ass'n ..	487,596	72,200	Including:		
Pitts. Pl. Glass...	201,601	194,285	Northam	90,165	134,484
Premier-Pabst ...	272,736	76,106	Glazo Co.	3,500	(Nothing)
Princess Pat, Ltd..	148,438	184,591	L'Onglex Ltd..	149,702	180,371
Including:			Odorono	15,189	3,900
Princess Pat ..	146,438	177,300	Peggy Sage ...		
Lucille Young ..	2,000	7,291	Warren Corp.		
Procter & Gamble	3,249,080	3,490,958	Northam ...	324,604	389,645
			Wesson Oil &		
Quaker Oats Co..	496,428	814,761	Snowdrift	254,529	211,365
Quaker State Oil	153,612	141,140	Western Co.	361,625	323,650
			Westinghouse Elec.	327,771	547,230
Radio Corp. of Am.	266,173	288,442	Whitman & Son,		
Including:			S. F.	178,250	293,370
Cunningham ..	16,968	9,618	Willard Stor. Bat.	130,950	93,420
RCA Commun. (Nothing)		205	Williams, J. B..	223,004	291,365
RCA Instit.	779	4,986			
RCA Radiotron..	34,106	37,843	Yardley & Co. ...	216,950	202,650
RCA Victor ...	214,320	235,790	Young, W. F... ..	224,992	282,022
Reynolds Tob. Co.	2,247,109	1,681,475			
			Zonite Products ..	218,808	394,210
Scholl Mfg. Co... ..	214,456	210,914	Including:		
Scott Paper Co... ..	360,140	352,400	Annette's Clean-		
Sharp & Dohme..	228,665	339,950	ser	7,778	11,000
Simmons Co.	225,240	130,200	Forhan	32,920	98,660
Simoniz Co.	189,099	202,757	Larvex	95,300	109,150
Socony-Vacuum ..	439,536	541,395	Zonite	82,810	175,400
Squibb	668,400	803,819			

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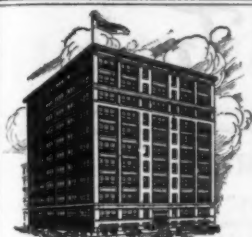
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One of the largest and most complete printing plants in the United States

Day and Night Operation

The best quality work handled by daylight

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands.

Printing and Advertising Advisers

We assist in securing catalogue compilers, editors, advertising men, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications.

Catalogue and Publication PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

OUR SPECIALTIES:

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing

Such as Proceedings, Directories, Histories, Books and the like. Our complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING
(Linotype, Monotype and Hand)

PRESSWORK
(The Usual, also Color)

BINDING
(The Usual, also Machine Gathering, Covering and Wireless Binding)

MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK

If you want advertising service, planning, illustrating, copy writing, and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Business Methods and Financial Standing the Highest (Inquire Credit Agencies and First National Bank, Chicago, Illinois)

Proper Quality

—Because of up-to-date equipment and best workmen; clean, new type from our own foundry and used once only; modern processes of all kinds.

Quick Delivery

—Because of automatic machinery and day and night service; binding and mailing equipment for the largest edition.

Right Price

—Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders. We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us. Don't you owe it to yourself to find out what we can do for you?

Q Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us Estimate on Your Next Catalogue or Publication

(We Are Strong on Our Specialties)

Printing Products Corporation

Executives
LUTHER C. ROGERS, Chairman
Board of Directors
A. R. SCHULZ, Pres. and Gen. Mgr.
W. E. FREELAND, Sec. and Treas.
H. J. WHITCOMB, Vice Pres.
Publication Sales
J. W. HUTCHINSON, Vice Pres.
Catalogue Sales

Catalogue and Publication PRINTERS

Polk and La Salle Sts., Chicago, Ill.
Tel. WABASH 3380—Local and Long Distance



Tune in on

Broadcast by AMERICAN EXPORTER

THERE was more at the New York Automobile Show than met the eye. . . . The state of mind of the overseas trade visitors, for example. . . . They came by many routes . . . Ile de France . . . National Railways of Mexico . . . Pan American Airways. . . . And they meant business. . . . Ask any automobile export executive.

We spent five days and five nights covering the show and its corollaries and the export enthusiasm was beyond anything we have encountered since a certain historic event in 1929.

No wonder the President of the United States telegraphed the National Automobile Chamber of Commerce at their banquet congratulating them on their recent export expansion. . . . What price isolation now?

"We shipped so many cars in October, November, and December that I looked for a drop in January when the higher ocean freight rates went in," one big export executive told us. . . . "But our January shipments are running far ahead." . . . "My only problem is to get cars," another told us. . . . "Every morning there's a pile of cables on my desk to rush cars." . . . Another told us that in the first ten days of January export orders exceeded the average monthly shipments last year by 25%. . . . One of our automotive equipment advertisers long distanced us to make an appointment with one of the overseas visitors and said: "You got us this account and it is today our largest export account. . . . We shipped him three and a half carloads in the last sixty

days." . . . Another automotive equipment company reported last month's export business up 40% over the same month a year ago and was 50% of the company's total business for the first time in its history.

E. C. Morse, president of the Chrysler Export Corporation, told us: "I must congratulate you on that article on 'Cooperation With Distributors.' . . . You have no idea how many of our overseas distributors have written us commenting on it." . . . A good sign of reader interest. . . . Our readers also tell us they like the bird's-eye view we give them of American developments. . . . N. R. A. for example. . . . "If I hadn't been coming up here from Mexico I would have telegraphed you how valuable your last N. R. A. article was," one Mexican visitor told us. . . . Another has asked us to print the N. R. A. automobile dealers' code as it affects used cars. . . . They have them too.

As automobiles go, so goes the world. . . . For in international trade the automobile is more than transportation. . . . It is a barometer. . . . And the barometer is rising rapidly.

In virtually all countries and in pretty nearly all lines of trade. . . . One of our Mexican readers, meeting us, said: "We sold out our first shipment of so-and-so in thirty minutes." . . . "What price did you set?" . . . "I'm ashamed to tell you." . . . Which gives you a rough idea of how the purse-strings are loosening all over the world.

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World's Largest Export Journal

The combination of better times abroad plus a foreign exchange value of the dollar which gives the foreign buyer a fat discount is leading importers, your customers and our readers, to add new lines. . . . This is a golden opportunity to establish connections which will yield dividends for years to come.

From a Crosley distributor in Rio de Janeiro comes to us an inquiry for paint spraying equipment. . . . Ditto from Barbados. . . . Bogota, Colombia, sends an S. O. S. for a tire agency. . . . And Afghanistan asks us to get them an automobile franchise. . . . Mexico writes for chocolate machinery and Gothenburg, Sweden, for electric refrigerators. . . . Rio wants merry-go-rounds. . . . So does Valparaiso, Chile. . . . And from the Faubourg St. Antoine in Paris comes an inquiry for pin games.

Glasgow writes for miniature radio sets—they would. . . . Baranquilla wants jig-saw puzzles. . . . Also bolts and nuts. . . . A tire distributor in Italy wants radio sets. . . . So do two Graham-Paige distributors. . . . Buenos Aires wants telephone equipment. . . . San Salvador wants refreshment stand equipment. . . . Canton wants oil burners. . . . Guayaquil wants hat machinery. . . . Johannesburg, tennis dresses for women . . . and Barcelona, lighting apparatus.

Such reader interest and sales influence have jumped the advertising volume of the American Exporter 45% in five months. . . . And by the time the February issue went to press we had already received more business for the March issue than the February car-

ried. . . . And you still have one week to make our March issue.

Our increased business comes chiefly from manufacturers who know all about us. . . . Old clients. . . . Repeat business. . . . But new advertisers are bulking a little larger in the total each month. . . . Lionel Corporation, Cooper, Wells & Co., Lee of Conshohocken, and Braden Engineering, for example.

"If anybody is benefited by the depreciated dollar it is the exporter," a bank official told an export luncheon group the other day. . . . "Well, I'm not going to worry over my grandchildren's dollar," one of his listeners said, "I'm going to seize this opportunity and do all the export business I can." . . . But there is a stronger reason for developing your export business now than mere opportunism. . . . That stronger reason is to safeguard the future.

For export is your best hedge against any possible dislocation when the government's present program comes to an end. . . . And it is an insurance policy which pays its own premiums, too. . . . We've been writing this type of policy for fifty-six years and believe we can help you choose the kind and amount best suited to your needs.

Write us for the latest developments and prospects in your particular industry.

AMERICAN EXPORTER

370 Seventh Avenue
New York City

Why Buying by Brand Is Better Than by Specification

(Continued from page 12)

to maintain our position, to improve our product and our services continually. We know from our experience with national advertisers in other fields that this attitude is not unique.

I would be the last one to spread the whitewash brush over all advertisers. There may be some of them who are not honestly trying to give the best for the money, but I happen to think that such companies are in the minority.

National advertising to our company has been a challenge to leadership. We have been advertising consistently to the public for between a quarter and half century. Our trade name is one of the best-known trade names in the United States, if not in the world. Every dollar that we have put into advertising is an investment. The only way that we can protect that investment is to improve our products and our services.

We cannot, by the very nature of things, afford to cheapen our products or bring out shoddy merchandise. The fly-by-night manufacturer, who has no name to protect, can bring out cheap merchandise without any particular damage to his trade name. A policy of bringing out unsatisfactory Arrow shirts or collars if extended over a couple of years would gradually eat into our advertising investment and eventually could put our company out of business.

Nor can the advertiser coast along. Because of his advertising it is necessary for him to keep out in front with improvements. An advertising program, consistently carried out, is an excellent stimulator toward better products and better service.

That, to me, is the broad significance of the report of the production department to the sales department.

Of significance to our company purely, is the idea behind the report.

In some companies, produc-

tion and sales departments work at cross purposes. The salesmen are always complaining that the product they have to sell isn't what it should be and that if the production department would spend some time in trying to improve the product it will be an easier product to sell.

On the other hand, the production department takes the attitude that it's making a pretty good product and the salesmen are lame in body and brain when they show their inability to sell the product in large quantities.

Every one of the sales executives who attended the meeting in Troy went back to the field thoroughly convinced that the production department was absolutely on its toes. There always has been a good feeling between our production and sales departments, but the report received by our sales executives was a visual demonstration of the tremendous number of improvements, major and minor, that are being worked on all the time by our production men.

Therefore, as an integral part of a sales convention, I can recommend nothing more highly than a report like that received by our sales executives at Troy. It set the key for the meeting and kindled the fires of enthusiasm.

Almost any of our advertisers worthy of the name can show some kind of a report from the production department. If they can't, the sales department would better hang out the danger signals for the management to heed. The production department that is not improving its products is due for a fall.

It is essential these days for the salesmen to be thoroughly and wholeheartedly enthusiastic about the products they are selling. A report of the kind that I have discussed in this article is one of the big guns in any program to build up enthusiasm.

Write or Wire

for copy of a talk that is exciting Northwest business interests... the condensed report of all agricultural revival plans... how \$81,000,000 new cash and hundreds of millions in available credit for farmers is building entire new set-up touching every store, factory, bank and business. It's concise, usable, OK'd by government officials and pared down to facts by us who live with farmers and are not interested in political angles or press writings.

This Report Covers

1. Cash bonus payments to farmers.
(81 millions already)
2. Farm income multiplied three and four times over 1932.
3. Farm debts amortized over a 35-year period.
4. Production credit units established.
5. Banks for co-operative set-up.
6. Frozen deposits released.
7. Examples of results already accomplished.



New York—Midwest Farm Papers, 250 Park Ave.
Chicago—Midwest Farm Papers, 6 N. Michigan Ave.
Detroit—Gordon S. Broholm, 3-258 General Motors Bldg.

Union Offers to Help Finance Cigar Advertising

Would Contribute \$50,000 for Sustained Campaign to Increase Sales, Thereby Making Business History

HERE comes a union offering to use \$50,000 a year to advertise its product. President I. M. Ornburn of the Cigar Makers' International Union has written to 125 manufacturers a letter which is presented here in full. This is perhaps the first proposal for a sustained advertising campaign by a national labor union. There is a suggested *quid pro quo*, of course: The union asks the employers to instruct foremen and others not to interfere with union organization. Mr. Ornburn explains, however, that that means nothing more than observing the terms of the National Industrial Recovery Act.

By I. M. Ornburn

President, Cigar Makers' International Union

THE cigar industry has declined severely during the last several years with grave injury to both labor and capital. All who have a genuine interest in the welfare of the industry are bound by motives of self-interest and regard for the legitimate interests of others, to seek the most effective means of rehabilitating this industry. To accept a defeatist attitude or one of too great individualistic nest-feathering in face of the adversity of the last years, is to be an enemy of all who draw their livelihood or profits from this source.

The cigar industry can recapture its lost ground if it will fight vigorously enough. It cannot expect to halt the downward trend if it depends upon others to restore it to former levels. Too many forces have been working against the cigar. To counteract their effect the cigar industry must learn to pull together instead of weakening itself by internal conflict and strife, and making of itself an easy mark for its competitors. Everyone knows that competition today is as much between industries as between companies within an industry. Headway must also be made against certain influences arising from changing social conditions which, if unchallenged, will bring about the decay of the cigar industry.

The members of an industry are therefore not wise if they dissipate their energies by fighting against each other. All their resources are required to combat adverse external forces. Present conditions strongly counsel the cigar industry to fight for itself rather than against itself.

The opportunity for co-operative action was never better than today, and everyone knows that a beginning cannot be made too soon. For the sake of the industry, animosities should be dropped or, at least subordinated.

The Cigar Makers' International Union has made repeated efforts in recent years to bring about co-operative action looking toward a solution of the difficulties which confront the industry. To date, unfortunately, nothing has been accomplished. No one, not even those whose capital is invested in plants, is more vitally interested in the rehabilitation of the industry than the worker. With these considerations in mind, and hopeful that a plan of genuine and effective co-operation may be evolved, the Cigar Makers' International Union presents the following proposal to the manufacturers and other interested parties, and begs that earnest and sincere consideration be given to it:

1. The Cigar Makers' Interna-

Advertisement for the man who okays bills—

IT'S SMART TO BUY CLOSE

About 13,000,000 women subscribe to the six leading women's magazines. . . . It would be unreasonable to claim any radical difference between the 2,000,000 *readers of



PICTORIAL REVIEW and the other 11,000,000 women. . . .

So the poundwise advertiser can safely buy an important and responsive *2,000,000-slice of his woman market at a substantial cash saving. . . . To overlook this dollars and cents advantage is to put a surtax on your budget.

. . . The cost of reaching PICTORIAL REVIEW readers is \$3.25 per page per 1000—next to the lowest in its field.

. . . Everything else being equal it is smart to buy close.



***A RECORD**—Pictorial Review is the only woman's magazine which, in every consecutive month since October 1922, has delivered in excess of 2,000,000 net paid circulation—137 months.

PICTORIAL REVIEW OFFERS
THE opportunity to be smart ~ ~ and
buy close

tional Union agrees to contribute up to \$50,000 per year for use as an advertising fund for the cigar, to become available and to be expended as herein below specified. While this sum is not a large one, it can command advertising which ordinarily would require an outlay of perhaps \$250,000. The Union has access to forty-eight State branches and over 31,000 local unions of the American Federation of Labor, as well as 630 city central labor unions, reaching altogether about 5,000,000 members, who with their families total perhaps 20,000,000 people or more. In addition, the Union will have free use of a number of radio broadcasting stations, and other facilities of advertising, such as the labor press.

2. In return for this contribution the manufacturers will refrain from all opposition to complete organization and unionization of their plants, to the extent of instructing their superintendents, overseers, foremen, and all others who have contact with the cigar workers, to refrain from all acts which might dissuade or tend to dissuade workers from joining the Cigar Makers' International Union, or, which might intimidate, coerce or adversely influence such workers against applying for and obtaining membership in the aforesaid Union.

Manufacturers to Appoint Advertising Committee

3. The funds will be expended by the Cigar Makers' International Union in co-operation with an Advertising Committee appointed by the manufacturers. These expenditures may be examined or audited by said Committee at its discretion and within reasonable bounds. The Union may choose the media through which its advertising will be disseminated, subject to the approval of the Advertising Committee of the manufacturers.

4. Actual contribution by the Cigar Makers' International Union will begin when 5,000 new members are enrolled, with an initial contribution of \$10,000. For each additional 5,000 members enrolled an additional \$10,000 per year will be contributed. At this rate, a total

annual contribution of \$50,000 will be made when 25,000 new members are enrolled.

By new members are meant workers who were not due-paying members of the Union at the date of consummation of the agreement. The enrollment of new members will be subject to examination or audit by the Advertising Committee of the manufacturers. If and when new members withdraw from the Union or fail to pay dues, their names will be dropped from the list which determines numerically the amount of contribution allowed by the Union.

5. This agreement will remain in effect for a period of two years from the date of its consummation. It may then be renewed or discontinued, according to the wishes of the contracting parties.

In offering this plan the Cigar Makers' International Union wishes it understood that it is ready to begin negotiations immediately and invites the manufacturers, through their accredited organization, into a conference at the earliest possible date. It pledges itself to make supreme efforts to maintain peace in the industry if the plan is accepted.

In order to give substance to this pledge it offers specifically to arbitrate disputes arising from labor relations to employers before a State or Federal Board of Mediation or Conciliation, or any civic jury of citizens mutually selected, who, after having the evidence submitted by both sides of the controversy, shall render a verdict within thirty days which shall be binding upon all parties concerned.

It also strongly urges that the manufacturers enter into a co-operative advertising campaign to the end that the industry as a whole may benefit. It points to such campaigns by other industries, notably, the Portland Cement Association, the Associated Salmon Packers, the Cotton Textile Institute, the Greeting Card Association, and other bodies which have successfully advertised their products as distinguished from brands. The Union would be glad to work closely with the manufacturers in the interest of the industry as a whole.

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Human Nature and Space Buying

THE BLACKMAN COMPANY

Advertising

NEW YORK

Editor of PRINTERS' INK:

I am glad that Mr. Peabody's article and my own* stirred up so much interest. You will be interested to know that I received quite a number of letters, a great many telephone calls and many personal comments and that all of this put together really made me realize more than I had before how closely the PRINTERS' INK Publications are read.

I have no comment to make except to say that I endorse what Mr. Gundlach† says and I sympathize with the views of "Space Salesman." I am afraid though that the latter is a bit more bitter and cynical and pessimistic than necessary. After all, the weaknesses he mentions are the universal weaknesses of human nature and it is part of his job as a salesman to influence and overcome them; else the publisher could use the mails for his selling exclusively.

I agree, of course, that there is not nearly so much originality, not nearly so much *creative* space buying as there should be; nor for that matter so much aggressive, fervent pushing of convictions as there might be. This leaves us all much room for improvement, for which we should be glad.

MAX HACKER.

*"Space Buyer for Each Principal Account, Is Borden Idea," by Stuart Peabody, PRINTERS' INK, December 7, 1933. "Space Can Be Bought without Wasting Time," by Max Hacker, December 21, 1933.

†"Space Buyer for Each Account," by E. T. Gundlach, January 11, 1934.

Has Tractor Account

The American Tractor Equipment Company, Oakland, Calif., has placed its advertising account with Tomaschke-Elliott, Inc., advertising agency of that city.

GOOD COPY

**Genuine
enthusiasm is an
infectious quality.**

**Based on good
faith it is a valu-
able quality.**

**As the vital spark
of good copy it
can sell the
merchandise
which inspired
the convictions.**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 Madison Ave.
New York City**

THE CROWELL PUBLISHING COMPANY

Announces

New Advertising Rates

WOMAN'S HOME COMPANION**COLLIER'S, THE NATIONAL WEEKLY**

The rates on **WOMAN'S HOME COMPANION**, effective with the October 1934 issue for black and white space and with the November 1934 issue on four color pages and covers, are as follows:

Black and White Page	\$8,250.00
Tint Page	9,160.00
Four Color Page and Inside Cover . .	10,925.00
Back Cover	13,075.00
Line	12.85

The new rates are based upon an estimated average net paid circulation of 2,500,000.

The rates on COLLIER'S, effective with the August 25th, 1934 issue for black and white space, with the September 1st, 1934 issue for tint and two color pages, and with the September 15th, 1934 issue for four color pages and covers, are as follows:

Black and White Page	\$5,500.00
Tint Page	6,250.00
Four Color Page and Inside Cover . .	8,000.00
Back Cover	10,000.00
Line	8.50

The new rates are based upon an estimated average net paid circulation of 2,100,000.

. . .

We expect to continue to deliver excess circulations over the above rate bases on both Woman's Home Companion and Collier's.

Orders for space in The American Magazine and The Country Home will be accepted at present rates up to and including the December 1934 issues for black and white space and the January 1935 issues for four color pages and covers, but not beyond.

THE CROWELL PUBLISHING COMPANY
NEW YORK

FRANK BRAUCHER, *Advertising Director*

NRA Suit Against Standard Oil

Government Opposes New Jersey Company's Babe Ruth Contest as Code Violation

THE contest which marked Babe Ruth's debut as a radio star has involved the sponsor, The Standard Oil Company of New Jersey, in litigation. The Government has filed suit in the District of Columbia Supreme Court charging that the contest violates the oil code and asking an injunction against the company to prevent it giving premiums.

As reported in *PRINTERS' INK*, a chain of Babe Ruth Boys' Clubs constitutes a feature of the broadcast. Members of the clubs were to share in a weekly award of 200 autographed baseballs and 100 fielders' mitts. The Government's charge refers to the contest and claims that the company had refused to accede to a request by the Oil Administration to discontinue it.

The Government alleges that, in the contest, coupons were being given to children who in turn distributed them to friends, relatives and neighbors to be presented one at a time by adults to Standard stations and dealers. Prizes were to be given to the boy or girl credited with the greatest number of coupons turned in in his or her name, it was claimed.

The complaint further cites that since January 3, the company has advertised the contest over the air.

Violation of Premium Provision Alleged

The clause in the code, which the Government charges is being violated, prohibits the use in connection with the sale of petroleum products of "lotteries, prizes, wheels of fortune or other games of chance." It provides further:

"Except by permission of the planning and co-ordination committee, refiners, distributors, jobbers, wholesalers, retailers and others engaged in the sale of petroleum products shall not give away oil, premiums, trading stamps, free goods or other things of value, or grant any special inducement in

connection with the sale of petroleum products."

Secretary Ickes, oil administrator, in a statement issued after the suit was filed, said that he considers that the prohibition against the giving of premiums, as provided in the code, applies as far as he is concerned to big companies and small companies alike.

Standard Oil of New Jersey has been quick to take issue with the charge that its contest is in violation of the code, that purchase is obligatory to participation in premiums offered, and gives notice that it will contest the Government's suit.

Standard Oil States Its Position

The company's position is set forth in the following statement which it has issued:

"The Standard Oil Company of New Jersey announces its intentions to oppose the application of the Secretary of the Interior for an injunction to restrain it from carrying out its radio contract with Babe Ruth who has enlisted over 5,000 youngsters in Babe Ruth Clubs over the air.

"This suit," officials of the company explained, 'is understood to be based on the theory that the offer of prizes to boys in the forms of baseballs, fielders' mitts and trips to training camps violates rules 16 and 17 of the code of fair competition for the petroleum industry.

"Rules 16 and 17 do not present a new limitation on the marketing of petroleum products. These rules have been in existence for four years and since 1929 have been part of the code approved by the Federal Trade Commission. They were devised and intended to prevent the practice of selling petroleum products below the open posted prices.

"It is regrettable that the Government's interpretation of these provisions should lead it to attempt to interfere with a project in which prizes are offered, not as a price

Jan. 18,

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concession or in any way in connection with sales, but in pursuance of a legitimate advertising program.

"It should be clearly understood, as emphasized in the radio announcements, that participation in the contest involves no obligation whatever to make any purchases from the Standard Oil Company of New Jersey or its affiliates. The company is supporting the code and is endeavoring scrupulously to observe it in letter and spirit."

A hearing in the suit is scheduled for January 30.

American Radiator Advances Herske

Arthur R. Herske, for the last three years sales promotion manager for the American Radiator and Standard Sanitary Corporation, has been appointed vice-president and general manager of sales for the American Radiator Company. For two years before he became sales promotion manager for the parent corporation, Mr. Herske held a similar position with the American Radiator Company.

New Account to Fensholt

The Thordarson Electric Mfg. Company, Chicago, radio transformers, electrical apparatus and automotive replacement parts, has appointed The Fensholt Company, Chicago, to direct its advertising account. Plans call for the use of business papers and catalogs.

Appointed by Fall River Paper

Charles E. Seigny, business manager of the Fall River, Mass., *Herald News*, has been appointed treasurer and general manager and Miss Hannah C. Kelly, a director and assistant treasurer of that paper following the death of Edward D. Toohill.

Two to Morgan Agency

The Bluffton Manufacturing Company, Findlay stokers, and the National Lime & Stone Company, both of Findlay, Ohio, have placed their advertising accounts with The Morgan Advertising Company, Mansfield, Ohio.

Death of J. S. Halliday

John S. Halliday, a member of the firm of Halliday & Mason, Detroit advertising agency, died recently at that city.

Made Space Buyer

Alvin Epstein has been appointed space buyer by I. A. Goldman & Company, Baltimore agency.

RAILWAY EXPRESS AGENCY, INC. (754)

RUSH

Newspaper Advertising Plates

MAKE SPECIAL DELIVERY ON ARRIVAL

NIGHTS AND SUNDAYS INCLUDED

RUSH 'EM OUT FAST!

Here is our Rush Label.

Pasted on the package that contains your mats, electros, or stereotypes, it insures special delivery on arrival, nights and Sundays included, and permits no pauses in transit...With this simple Railway Express "visa", your mats and plates Rush...all the way. And this special delivery service now costs—LESS!

NEW LOW RATES ARE:

MATS

Pound rates—Minimum 25c

ELECTROTYPES

Pound rates—Minimum 35c

ADVERTISING MATTER

Printed, Engraved, Etc.

8c Pound—Minimum 15c

The speed, economy and dependability of Railway Express have earned the patronage of many agencies, publishers and electrotypers who rely on us not only for faithful daily performance but for unforeseen emergencies with closing dates.

We give a receipt and take a receipt from the consignee showing date and hour of delivery. For information or service merely telephone the nearest Railway Express office.

SERVING THE NATION FOR 94 YEARS



NATION-WIDE SERVICE

Certified Lighting Theme of Statler Campaign

Advertising Is Merchandised Through Many Channels

LAST October the lighting industry got its Better Light—Better Sight campaign under way. This activity has revolutionized the selling of electric bulbs and lighting equipment. Instead of selling merchandise, as such, the industry has educated its salesmen to sell—and is educating the public to buy—"seeing."

Better lighting reduces eye strain and adds to the convenience and comfort of the individual who is able to enjoy it. The Hotels Statler Company, learning of the methods which the industry had developed to insure more perfect lighting, checked up on the lighting data of the rooms in its chain of hotels and was quick to see that in this effort it was developing something which would make a splendid talking point on service in its advertising.

Tests made of the lights in guest rooms in all Statlers proved that with very slight changes the intensity and character of illumination, at all-important points in the room, could be brought up to the standards recommended by the best illumination authorities. The result is an excellent example of how the right theme, plus sound merchandising, plus correct timing, can secure tie-in advertising and publicity to great advantage.

First, the management had a complete examination made of its rooms by means of the sight meter, which the lighting industry was then and is now featuring. This is a small instrument operated by a photo electric cell with a dial graduated into foot candles, but with readings given in popular terms, i.e., "Adequate for Normal Print," "Adequate for Close Work," etc.

Since the sight meter gives absolute support to all claims of adequate illumination, it was decided to post a certificate in each room, designating for the guests each of the points in the room where the lighting was certified to be ample

and for what purpose; hence the term "Certified Lighting" which became the main theme of the ensuing campaign.

In each advertisement this certificate was reproduced in full. A panel in each advertisement carried an illustration of the sight meter with explanatory copy as to how the instrument was used to obtain and maintain adequate illumination in guest rooms. Advertisements were scheduled in about forty-five metropolitan newspapers, fifteen general and trade publications and a national weekly.

Copy in a paper going to the electrical trade consisted of a spread, one side of which reproduced the first newspaper advertisement; the other headlined "The Statler Now Pioneers Better Light—Better Sight in the Hotel Room." It made a frank bid for the business and the co-operation of the electrical industry. A panel on this page carried an endorsement by the committee of the Edison Electrical Institute which was promoting the Better Light—Better Sight campaign and carried the signatures of the following members: M. E. Skinner, C. E. Greenwood, J. F. O'Brien, H. F. Barnes.

A Folder Carries the Story

A folder entitled "The Eyes Have It in Hotel Statler," was printed. This was distributed by mail to 160,000 holders of credit cards, to various selected lists, including 16,000 public utility executives, and by placement in all guest rooms.

Other printed matter consisted of enlargements of the magazine advertisements for use in frames at all floor clerks' desks; a pyramid display designed to hold an actual sight meter for use at each floor clerk's desk.

This last was a very important part of the whole advertising and

GAINS—Lineage

- The Farm Journal again gains in lineage.
- The February issue, one of the best of recent years, gained 13% in commercial lineage and 21% in classified and livestock over last year.
- Other recent issues have also shown gains, too, but February points the way. *The depression is over!!*

GAINS—Accounts

- The Farm Journal again gains in new accounts.
- For 1934 the backlog of booked business steadily increases. Brand new accounts, the return of old friends, and the continued use of space by 1933 advertisers, all show the new trend towards The Farm Journal.

This past year 210 advertisers who have used The Farm Journal regularly for from 4 to 56 years renewed their contracts. They stayed because it paid.

GAINS—Income

- Farmers in the PROVED FARM TERRITORY are the richest and most accessible, they also have the most money to spend, *this year they have more than before—*

that's another reason why so many advertisers have chosen The Farm Journal to carry their major farm schedules in 1934.

- Go after farm trade in The Farm Journal now. Join these advertisers who have "discovered" how easily and quickly The Farm Journal opens the door to the richest farm market.

The Farm Journal coverage is national—always has been and always will be.

For 56 years The Farm Journal has advocated diversified farming. Today it is but natural our circulation should be heaviest in the 22 states known as the Proved Farm Territory.

Let us tell you more about all this

NATIONAL
The Farm Journal

New York

PHILADELPHIA

Chicago

merchandising strategy, since opinions as to what constitutes adequate illumination naturally differ and having the instrument available on every floor made it easy to convince any skeptical guest or to satisfy the curiosity of those who wanted to see exactly how the light intensity at various points in the room had been worked out.

With the advertising developed and ready to be scheduled, the merchandising of the campaign began. It included four distinct steps, each of which is summarized in the following:

1. Preparation of complete portfolios of all advertising materials with information as to appearance dates of display advertising; distribution of literature and other material and instructions for the education of 7,000 employees in the purpose and importance of the campaign through a series of group meetings. In each of the Statler cities the manager of the hotel invited the lighting company to send one of its experts to address employees at group meetings and in every instance was given excellent and intelligent co-operation.

2. Contact was established with Mr. Skinner, of the Niagara Hudson Company and chairman of the Institute's committee, for the purpose of acquainting him with the character and extent of the campaign. As a result, H. William Klare, vice-president in charge of sales and advertising of the hotel company, was invited to attend a meeting of power company sales managers in New York to tell the whole story. This was done. Proofs of the advertising and a printed outline of the whole campaign including a media list with publication dates, were distributed to the membership which represented every part of the

United States. It was largely because of this meeting and the enthusiasm it engendered, that there followed the splendid co-operation given by the electric lighting industry in publicizing the campaign, both through display advertising and through the distribution of proofs of advertisements and literature.

3. A schedule of calls upon all companies directly or indirectly interested in the subject of lighting, in each Statler city, by the managers of each hotel; its sales and sales promotional organization, to ask for their hotel business in return for the impetus that Statler's endorsement of the Better Light—Better Sight movement had furnished.

4. A carefully planned series of publicity releases made in co-operation with the Sight Light Corporation—distributor of the sight meter—Westinghouse, General Electric, the optometrists and other professions concerned either with better illumination or the conservation of eyesight.

As a result of this thorough planning and careful timing to coin-

THE FIRST HOTELS IN THE WORLD WITH
Certified Guest Room Lighting

Good for you, HOTEL PENNSYLVANIA!

...and we'll make the same lighting test in any home or office... **FREE!**

THE FIRST GREAT Guest Room Lighting system was devised to protect every guest against eye strain by having just the right amount of light. It has done the work of a hundred millionaires called the light meter which tells you just the right amount of light for every part of a room. The illumination was changed to correspond to the findings of the light meter. Result—'certified lighting' in every Statler Hotel.

To every home or office, to every restaurant, your electric company offers the same check-up that benefits the guests of Statler guests. When or where our Lighting Bureau. Without cost or obligation we will send a specialist with a light meter. If the place where you are reading

or working, sitting, or resting, or adding up by pen, use a light meter for good vision, the light meter will tell you exactly. Sometimes a different placement of lamp—often a different shade—may be needed. With the light meter's aid, our representatives will be glad to show you how to get the best benefit from the electricity you are using. The same great discovery places where you are working, sitting.

A few minutes with the light meter will save a lifetime of trouble from strained eyes. We send all our customers a small brochure of the office. We hope you will—especially if you have children's studies open to include.

NEW YORK: EDWIN CHAMBERLAIN
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New York utilities advertise certified lighting advertising

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cide with the general activities of the utilities, electrical industry and the Institute committee, every phase of the campaign has worked out as anticipated, except that the co-operation given the hotel chain in the extension of its message to the public has far exceeded both in volume and character anything hoped for by it.

Immediately following the appearance of the first certified lighting advertisement in Boston, the Boston Edison Company ran 800-line newspaper copy with the headline "Congratulations, Statler! You Started Something," devoting almost one-third of the space to a reproduction of the hotel's advertisement.

During the week of January 15 the New York Edison Company is scheduled to advertise the Statler advertising. This will feature the hotel unit in New York and, in 1,000-line newspaper space, will carry copy with the headline "Good for you, Hotel Pennsylvania!" The upper half of this space will reproduce an advertisement of the Statler company.

The copy will explain that if this great chain of hotels recognizes the need and the importance of adequate illumination, then homes, offices and institutions of all kinds could well afford to follow the example. The Edison company also will offer to make a light meter survey for anyone without charge.

While these are two of the most outstanding examples of tie-in advertising to the campaign, a number of other power companies have picked up the campaign and featured it in their own advertising. In addition several hundred power companies have distributed thousands of proofs of the hotels' advertisements, booklets and other literature. Mr. Greenwood, secretary of the Edison Electrical Institute Committee, has sent out a proof of the Statler spread to 200 executives of as many leading utilities, requesting them to post the proof on their bulletin-boards and to advise how many additional proofs they wanted for distribution to subsidiary companies.

SALES Opportunities



Get your sales in the Buffalo market

Up where they belong.

Send for
"A NEW SURVEY
OF BUFFALO"

**POLISH
EVERYBODY'S
DAILY**

*Belongs on every newspaper
list for cities over 250,000*

National Representatives:

SMALL, SPENCER, BREWER, INC.
Chicago New York Boston

When a small size paper carries more advertising than most big size papers—that's news!—The News

7 YEAR RECORD - NEW YORK NEWSPAPER LINAGE

1927	1928	1929	1930	1931	1932	1933
Times 28,715,686	Times 28,841,626	Times 27,278,135	Times 28,624,102	Times 28,468,516	Times 28,158,987	Times 27,598,293
N. Y. Trib. 18,118,684	N. Y. Trib. 18,628,113	N. Y. Trib. 21,071,146	N. Y. Trib. 17,108,638	N. Y. Trib. 16,352,726	Expte. 13,364,132	NEWS 13,514,616
Expte. 12,202,913	Expte. 13,707,628	Expte. 18,336,562	Expte. 15,098,938	Expte. 15,465,357	NEWS 13,179,547	Expte. 12,785,494
Expte. 16,835,102	Expte. 15,696,549	Expte. 17,367,965	Expte. 15,871,332	Expte. 15,174,602	Expte. 13,163,907	Expte. 11,978,080
N. World 15,408,876	N. World 14,132,341	Journal 14,543,821	Journal 13,348,656	NEWS 13,115,380	N. Y. Trib. 11,861,946	N. Y. Trib. 11,371,761
Journal 14,021,546	Journal 14,009,715	N. World 13,636,792	NEWS 13,108,875	American 13,002,734	American 13,701,013	N. Y. Trib. 11,263,882
American 12,688,155	American 12,438,189	NEWS 12,714,681	American 10,794,407	Journal 13,469,326	N. Y. Trib. 11,588,449	American 10,725,077
N. World 9,880,743	NEWS 10,427,709	American 12,712,884	N. World 10,627,234	N. Y. Trib. 12,868,263	Journal 9,889,324	Journal 9,347,719
NEWS 9,711,171	E. World 9,345,208	E. World 10,279,839	E. World 9,240,799	N. Y. Trib. 6,139,799	N. Y. Trib. 5,465,251	Times U. 4,466,837
N. Y. Trib. 6,067,208	Telegraph 5,885,093	Post 6,191,460	Telegraph 5,838,460	Post 5,834,161	Expte. 5,803,598	Post 5,525,361
Telegraph 4,963,763	N. Y. Trib. 5,565,738	Telegraph 5,938,826	N. Y. Trib. 5,899,529	Expte. 5,363,341	Post 5,354,235	Expte. 5,366,588
Post 5,105,000	Post 5,161,177	N. Y. Trib. 5,624,388	Post 4,815,837	N. Y. Trib. 4,884,782	Expte. 4,771,151	N. Y. Trib. 4,684,599
N. Y. Trib. 4,684,790	N. Y. Trib. 4,589,961	N. Y. Trib. 4,702,000	N. Y. Trib. 4,398,871	Graphic 4,394,127	Graphic 4,394,127	Graphic 4,394,127
Graphic 4,394,127	Graphic 4,394,127	Graphic 4,394,127	Graphic 4,394,127	Graphic 4,394,127	Graphic 4,394,127	Graphic 4,394,127
Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127
Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127	Expte. 4,394,127

Source: Media Research for the year 1933-1934.
New York Evening Post for the year 1933.

Reproducing advertisement pages 22, 23 this issue

The News Knows its Merchandisingly Alert

One pretty good test of how much a firm knows about how to get business is to look up how much business it gets.

And so the above record should be a good index of how much the News knows about getting advertising linage.

In the light of this knowledge and success it is also somewhat important to note what the News thinks of the *Merchandisingly Alert*—the readers of PRINTERS' INK's Weekly and Monthly editions.

The News has concentrated and persisted in its effort upon the *Merchandisingly Alert*—the people with whom 85% of its national

Pages of advertising run each year by the New York News in the PRINTERS' INK Publications

	Weekly	Monthly
1924	49 1/2	0
1925	54	11
1926	51	12
1927	52	12
1928	59	12
1929	51	12
1930	58	12
1931	64	13
1932	51	12
1933	54	13

advertising revenue, and a sizable proportion of its retail, is gained or lost. The only medium at any price where it had available such thorough proven coverage as this, identified right down to individual name and title.

The News has consistently year after year:

1. Put more of its advertising appropriation into PRINTERS' INK than in any other publication.
2. Put more of its appropriation into PRINTERS' INK MONTHLY than in any competing monthly publication.
3. Made more advertising impressions upon the *Merchandisingly Alert*—identified advertiser and agency circulation—than it has with the totaled effort in all other publications combined.

Germany's New Advertising Law

Regimentation of Publishers Concerns Column Measurement, Rates, Rate Cards and Circulation Reports

By J. C. Silber

Advisor to Schnellbahn Reklame G.M.B.H., Berlin (Subway Advertising)

MANY strange and contradictory stories are current about the attitude of the Nazi Government in Germany toward the advertising business. A brief survey of one of the new laws governing advertising will give the clearest picture of what is taking place in German advertising.

Four laws relating to advertising have been promulgated since the National Socialist Government assumed power. They are clear, to the point, and present but few loop-holes that cannot be quickly and effectively plugged by additional clauses if the necessity should arise. All four laws came into effect on January 1, 1934.

The third of these laws deals with all advertising appearing in printed publications (except directories). It was published on November 21, 1933, is divided into eleven sections and contains thirty clauses.

Section 1 standardizes the width of columns in newspaper and magazine advertising. Two units of width are permitted: A narrow and a broader. The unit of the latter is double that of the former. The narrow unit is one-column width of twenty-two millimeters. two-column width equals 46 mm., three-column width 69 mm., etc., on the basis approximately of this formula:

22 mm. times x plus x plus 1, "x" being the number of columns. Thus, a seven-column width would be 22 mm. times 7 plus 7 plus 1—equaling 162 mm. Another clause of the same section provides that the depth of columns be henceforth measured in millimeters. This law does away with some thirty different standards of measurement hitherto in common use. Every little provincial paper tried to have its own standard in order to make accurate comparison of its rates

with those of its competitors as difficult as possible.

Section 2 lays down what the rate-card must contain, namely:

- (1) Its current number and effective date
- (2) All business conditions
- (3) All basic prices
- (4) All discounts
- (5) The rates of space per millimeter line and width, as well as per page and parts thereof
- (6) Depth and width of page
- (7) Millimeter line contents of page, unless space is sold on the page basis only
- (8) The gross price per page
- (9) Date when forms are closed
- (10) If mats are accepted and what line cuts can be used, and
- (11) The price of inserts per thousand.

The size and the arrangement of the rate-card must conform to the model sanctioned by the "Werberat" (the Government Council of Advertising). Another clause enumerates the specific cases in which special rates may be quoted, such as rates for the advertising of steamship companies, entertainment enterprises, health resorts, etc. These rates, too, must all be given on the rate-card. A fourth clause of the same section relates to discounts. They are made uniform for the whole country and for all publications. The discounts on repeat advertising of the same size and form are:

3 insertions	3 per cent
6 "	5 "
12 "	10 "
24 "	15 "
52 "	20 "

Quantity discounts are classified under four different headings. The maximum quantity discount

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that may be given is 20 per cent. If a publisher can prove that his discount had always been less than now provided for, he may, with the sanction of the Werberat, retain his old scale of discounts and rebates. This section therefore makes a clean sweep of abuses that have hitherto deprived every space buyer of the sense of security which is derived from the certainty that he has received the best discounts and rebates to which the size of his contract would entitle him.

Still another clause prescribes rate-cards for special issues such as Christmas or Jubilee numbers, and also provides that the new rates must not exceed the average prices in force in October, 1933. This provision will hit those publishers very hard whose high rates were paid only by the uninitiated but upon which those who knew the ropes could obtain discounts and rebates up to 75 per cent and even more. All rate-cards must be filed for reference with the office of the Werberat.

Published Rates Are Binding

Section 3 halts one of the evils of advertising in Germany. It makes the published rates absolutely binding upon the publisher, who courts very serious penalties if he gives any discounts or favors that he has not enumerated. If the provisions of this law are strictly enforced, it will be a boon to advertisers, space brokers and publishers alike.

Section 4 permits publishers to accept orders only from the advertiser directly or from a registered space broker. A publisher who declines an order from one of these authorized sources for other than technical or business reasons may not accept it from another broker. The commission to be paid to space brokers is uniform. It may not be less than 10 per cent or more than 20 per cent of the net price, Commission arrangements *below* the minimum of 10 per cent must have the written sanction of the Werberat.

Section 5 provides that if the

(INVESTIGATE THIS)

MOTION PICTURE DISTRIBUTION

(IN THEATRES)

WE produce Talking Motion Pictures, and distribute them for you, in

**ONE THOUSAND
to FIVE THOUSAND
THEATRES IN THE
UNITED STATES.**

A low cost advertising medium, of proved results, used by such clients among others as General Motors, General Electric, Fisher Body, etc.

For Full Particulars Write

ASTOR PICTURES CORP.
630 Ninth Ave., New York, N. Y.

•WANTED

● Men having contacts with National Advertisers to take over exclusive sales territories now being opened by our company.

● These territories represent a rich sales potential for one of the foremost established lines of Neon and Bulb Illuminated signs and displays, now on the market.

● Our originality, high quality and fair prices are best substantiated by the fact that they are now being furnished to over 200 Leading National Advertisers of America.

● This is a permanent and profitable connection for men who have proven sales ability. Present salesmen have been with us since our entry into the National field and are earning into five figures in commissions.

● The men we want should have a good knowledge of "point of sale" advertising, but most important, should have entrees or present contacts with large National quantity buyers.

● Each salesman will be backed by a most substantial direct mail advertising campaign. Also extensive trade paper advertising. He will be furnished with all leads developed therefrom and receive the best of sales assistance from the home office.

● Here are real opportunities for the right men.

Send complete details of past experience, references and recent photograph.

NEON PRODUCTS, INC.

*Originators, Designers, Manufacturers
Illuminated Signs, Displays and Specialties*
LIMA - - - - - OHIO

publisher farms out the advertising privileges of the publication, the lessee is bound by the same conditions which the publisher himself would have to observe.

Section 6 governs "general business conditions." There are two sets of business conditions affecting the official rate-card:

(a) Those as between publisher and advertiser.

(b) Those as between space brokers and publishers.

Business conditions which are contrary to the two types officially sanctioned are not valid. All advertising done on an exchange basis, that is to say, when payment is made in kind and not in cash, must be on the basis of the official rates and the retail prices of the merchandise, respectively. The discount for pre-payment of advertising is fixed at 2 per cent.

Section 7 obliges the publisher to keep a special book which shall here be called the "Circulation Ledger." The following daily entries have to be made therein:

(1) Size of the edition.

(2) Number of fully paid subscriptions sold.

(3) Number of copies delivered to other usual recipients.

These daily entries have to be signed by the publisher and/or the responsible manager. In a series of paragraphs of this section lists of data are given that must be supplied by publishers of daily, weekly, monthly, and quarterly publications, as well as of publications appearing regularly but at greater intervals than every three months. These data have to be sent to the Werberat and must also be made

accessible to any advertiser who may wish to have them. This law, therefore, punctures the "circulation bubble."

Until very recently only very few newspapers and magazines gave their advertisers any accurate information about their circulation. The figures given had to be taken on faith. Inasmuch as there has been no A.B.C. in Germany as has been the practice in the United States for years, this section of the new law does away with a state of affairs that has—to put it very mildly—puzzled many advertising men, accustomed to or familiar with American methods.

Section 8 provides that besides the publisher, the manager of the advertising department is made responsible for the observance of the law. His full name and address must appear in every issue of the publication.

Section 9 may be called the "joker" of this law. It states that any attempt to circumvent the spirit of the law, even though its terms may be literally observed, will be considered and treated as a violation.

Section 10 regulates the handling of all advertising orders which were given and accepted before this law was published, that is, before November 21, 1933. Such orders may be carried out at the rates and discounts agreed upon up to June 30, 1934, but must then be revalued on the basis of the new rates.

Section 11 is merely the obligatory clause which fixes the date when the new law takes effect.

Joins Toledo Agency

Reginald S. Leister, formerly of the advertising department of the Kellogg Company, Battle Creek, Mich., has joined the publicity staff of the United States Advertising Corporation, Toledo.

Rayner Named Publisher

E. C. Rayner has become associated with *Wines & Liquors*, Chicago, as publisher. He was for years publisher of *Radio Digest*.

Pelton with Pompeian

Louis A. Pelton, for the last eight years sales manager for Grocery Store Products, Inc., New York, has been made general manager of the Pompeian Olive Oil Corporation, Baltimore.

Michigan Paper Appoints

The Ludington, Mich., *Daily News*, has appointed Inland Newspaper Representatives, Inc., Chicago, as its advertising representative.

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Del Monte Coffee Case Settled

LONG litigation over who has the right to use the name Del Monte on coffee in Arizona, California, Montana, Nevada, Oregon and Washington, has been settled. Tillman & Bendel, Inc., previously was awarded exclusive rights by the courts to make and market coffee under the Del Monte name in these States. The California Packing Company was given similar rights outside of these States.

Now a decree has been entered with the United States District Court at San Francisco, recording an agreement between the litigants which amicably settles the controversy. Under the agreement, Tillman & Bendel will retire permanently from the manufacture and sale of coffee under the Del Monte label. The California Packing Corporation becomes exclusive owner of the Del Monte trade-mark on coffee with no territorial limitation.

As soon as distribution is restored, newspaper and radio advertising will be used to promote the product in a sectional campaign which will supplement national advertising now being conducted.

Death of George E. Miller

George E. Miller, editor of the *Detroit News* from 1918 until his retirement last December, died at Mexico City on January 15, aged seventy-five. He served under every editor of that paper since it was founded in 1873 and his own resignation as editor was accepted only on condition that he continue as an editorial adviser. Mr. Miller also was president of the North American Newspaper Alliance since its organization in 1922 and an organizer of the American Society of Newspaper Editors.

New Tooth Powder

A new company has been formed, with executive offices at 272 Center Street, Newton, Mass., under the name of Woodbury-Reynolds, Inc., to manufacture dental and other specialties. The primary product of the company, a tooth powder, is to be placed on the market shortly. Officers are: President, Clarence L. Reynolds; vice-president, Henry A. Gamelin, and, treasurer, Ralph L. Longden.

To Men With Money and Open Minds

Once in a blue moon a new idea makes tremendous fortunes for men with the money, courage and vision to put it into operation. To such we offer a strictly legitimate plan that has the profit possibilities of a first class racket. The plan is depression-proof and invites the most searching investigation. We do not want to talk to brokers or men "in touch with capital" but if you have real money and an open mind we can show you astonishing facts and figures.

Address "Y," Box 154, Printers' Ink

WANTED:

... An Experienced Advertising Man Who Wants to Start an Advertising Agency Business on a Partnership Basis

This message is addressed chiefly to that thorough advertising man whose innermost feelings of unrest urge him to get out on his own, who is confident of himself, and has faith in his ability to succeed.

This man must have sound agency experience, must be fully familiar with the various forms of advertising. He must be aggressive and alive, able to conceive, organize, and execute advertising plans. A following and financial backing, though not of primary significance, are important.

Interviews will be granted on the basis of information contained in answers. Give complete details and particulars.

All correspondence will be held in strictest confidence. Address "C," Box 157, Printers' Ink.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rowley, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
Grove Compton, Manager.

Atlanta Office: 87 Walton Street,
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks, Arthur H. Little
Eldridge Peterson, S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, JANUARY 18, 1934

Priming the Pump

Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Company, is not particularly worried over the almost unbelievably lavish way in which the folks in Washington are spending public funds to create jobs.

This act of generous spending to give relief to the unemployed seems to him to be a proposition of priming the business pump.

The thought, we suppose, is that if the Government keeps on pouring its money into the mechanism a normal stream of private funds will eventually start flowing.

At least, this is the consummation which every citizen, including every business man, devoutly hopes will come from the unabashed use of bootstrap economics which the Government is attempting.

But there has to be water in a

well and the valves of a pump have to be in workable order or the priming process will have to be kept up until kingdom come.

Business agrees with the President as to the necessity for priming. But it scratches its head a bit as it contemplates the apparent efforts of some of the satellites of his Administration to dry up the water in the well.

We refer specifically to various crusades in behalf of the consumer who has been doing a pretty good job taking care of himself—crusades which satisfy the purposes of uplifters at the expense of legitimate and necessary profits.

The successive onslaughts against advertising by people who ought to know a great deal better furnish one example in point. The mental attitudes and theories of immature ideologists too often overbalance sane business considerations in these moves.

The Tugwell Bill was one of these—and even the Copeland Bill is not altogether free of the tar applied by the same brush, although it probably will be by the time it is enacted into law.

The Tugwell Bill was an astonishing attempt to drive through certain idealistic theories for the alleged protection of the consumer, and the promoters would not voluntarily yield an inch even though their common sense must have told them that they were drying up profits—the profits that must come in larger volume if we ever hope to quit priming Colonel Ayres' pump.

Professor Tugwell made the fight of his life in behalf of this measure and its revision represents the first major defeat of his politico-academic career. He was on the ragged edge over the George Peek incident—when Mr. Peek was kicked upstairs to allow the brain trust unimpeded progress in the Department of Agriculture.

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self is going to be kicked upstairs. PRINTERS' INK understands he made a personal plea to the White House when Senator Copeland's ideas as to the Food and Drugs Bill were prevailing and evinced a determination to sink or swim with the original measure.

Stray bits of information seeping out of Washington seem to point clearly not only to the eventual removal of Professor Tugwell but to the wiping out of other idealists who do not seem to realize that business must be allowed to make a fair profit.

This development, coupled with the commercial and industrial upturn which the country is unquestionably experiencing, should make everybody hopeful of the eventual happy outcome of this pump priming episode.

Government Grace Notes

We've been wondering—not feverishly, you understand, but none the less seriously—about what ought to be done about the leisure-time situation. In PRINTERS' INK MONTHLY there appeared, recently, a development of the thought that new-found leisure, along with fatter pay envelopes, will create new markets for merchandise. But that piece was, of course, almost crassly commercial. It vouchsafed not even a fraction of a thought to Higher Things.

And now comes the news that in a county in New Jersey, the recreation department has taken this leisure-time crisis quite smackly—and quite literally—by the horns and has set up a forty-piece band. Under the jurisdiction of the county's supervisor of leisure-time activities, and whether the Jerseyites want it or not, this brand new band is to blast musical culture into leisure-burdened Jersey ears at a cost of not even a tenth of a cent per note to local taxpayers. For the band will blow, not only with

Federal blessing, but also with funds from the Federal treasury.

And there, no doubt, is the longest stride that has been achieved in musical progress since someone—probably a Swiss—innovated the thought of equipping a harmonica with bells.

And think, too, of the impending influence of this precedent upon our daily lives. Closely and more closely, the Federal Government co-operates with industry. Who knows but that in another decade, Washington will have decided to dispense with working time entirely, and, by pumping music into our factories and shops and stores and offices, transform *all* our hours into lilting fun.

Think of the possibilities for advertising. Milk from contented cows will become ambrosia from Bovines Bathed in Bach, and Jenkins' Jim White will sloganize: Valves Vibrant with Verdi.

But we shall be imprudent not to anticipate an occasional sour chord—not to anticipate, for instance, that some bureau will wire the Jones Dairy Farm as follows: TUNING FORK TEST DISCLOSES YOUR LATEST SAUSAGE WAS NOT GROUND TO TEMPO OF FIFTH SYMPHONY STOP WE FIND TRACES OF DUKE ELLINGTON STOP SHALL ISSUE DESIST ORDER UNLESS YOU ENGAGE NEW CONDUCTOR AND FIRST VIOLIN.

Inference, Innuendo

The joke, in a manner of speaking, seems to be on the brewers. In common with a great many other sterling American citizens, they went to Washington at the behest of the Administration (how could they refuse?) and—perhaps with a little help from General Johnson—agreed on a “code of fair competition for the brewing industry.”

The document was transmitted to the President on December 4 by Secretary Wallace and on the same

date the President issued an executive order approving the code and thereby establishing it as law.

Now, then, these industrial codes, among other things, provide for the regulation of advertising. The bright young men of the brain trust may be depended upon to see to this.

The brewers' code is naturally no exception and it has an advertising clause which reads:

Section 1. False Advertising.—To publish or disseminate in any manner any false advertisement of any product of the industry. An advertisement shall be deemed to be false if it is untrue in any particular or if directly or by ambiguity, omission, or inference it tends to create a misleading impression.

Wherein is the joke.

This clause is almost identical with a provision relating to advertising of foods, drugs and cosmetics which was blasted out of the late lamented Tugwell Bill by the combined efforts of reputable advertisers, agencies and publishers. The Copeland Bill, which supplants the Tugwell Bill, contains an advertising clause which, in direct contrast to this one, makes sense; there is nothing in it about inference, ambiguity or innuendo.

The Copeland Bill, however, is designed to govern the manufacture, shipment, advertising and sale of beer and other drinkables as well as foods, drugs and cosmetics. Its preamble includes the word "drink" although the plural term is probably meant here. Thus, as things stand now, the brewers are the only purveyors of "drink," if that is the proper term, who are penalized for using ambiguity and inference in their advertising—even though the proposed law under which they will be governed is conspicuous by its omission of these terms.

To descend to the vernacular, it seems as if Secretary Wallace and Professor Tugwell have slipped

one over on the brewers—not a strange occurrence, at that, in view of their attitude toward advertising and all its works.

What can the brewers do about it?

We are not especially concerned as to whether they can, will or should do anything; but we ask the question out of the mere curiosity of one who is anxious to see the light, if any.

Perhaps the learned Mr. Chief Justice Hughes can figure that one out.

Missouri Squares It

Before James A. Reed, Missouri's fiery Senator, quit Washington in disgust because he didn't care for it any longer, he secured the passage of the famous Reed Amendment barring newspapers and magazines from a dry State if they contained liquor advertising. Having done this Mr. Reed left the country to its fate and retired to private life to make a few hundred thousand dollars so as to have a little spending money in his old age.

And now comes young Bennett Clark, son of the late Champ and also present Senator from the "show-me" State, with a move that has secured the repeal of that portion of Mr. Reed's strangely assorted creation.

The publications containing liquor advertising have been circulating in dry States anyway by grace of the Post Office Department. But now they can circulate with full confidence and a clean reputation *de jure* as well as *de facto*.

From Missouri came the amendment which said publications could not do this thing which Postmaster-General Farley's men said they could do. Also from Missouri comes the official word that they don't need to stay out of dry States, liquor advertisements or no, which they were not doing anyway. And thus, advertisingly, we march.

It's still months before Fawcett's rate two weeks 135,000 to cost! NEW CIR record lo

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AN ALL-TIME RECORD LOW PRICE...

**\$1.30 PER PAGE
PER THOUSAND**

It's still available—for a few weeks only! Two months ago we added 150,000 circulation to the Fawcett Women's Group guarantee. The corresponding rate adjustment is not in effect yet. And just two weeks ago we decided to add **RADIOLAND'S** 135,000 to the Fawcett Women's Group, at no extra cost! With the OLD rate, and nearly 300,000 of NEW circulation, you can buy FWG at its all-time record low price—only \$1.30 per page, per thousand!



RADIOLAND, WITH 135,000 CIRCULATION NOW GIVEN FREE!

HERE'S a headline story all by itself!

If you had decided already to take advantage of the amazing bargain that Fawcett Women's Group was offering before, this extra **RADIOLAND** circulation is a pleasant surprise. If you hadn't, it's an extra reason why you should act, to get a full twelve-page schedule in to us, before March first.

This \$1.30 rate is not good for just a month! By acting now you can earn it in advance for the balance of 1934. And we hardly need to say that, if you aren't taking pages, the space you do take is correspondingly low in price.

Of course this low price is not the only reason why

Fawcett Women's Group is such an outstanding buy. It's just the latest reason. If we haven't had a chance to tell you before, the astonishing facts about the selected market of women spenders who read Fawcett Women's Group, you'll be doing both yourselves and us the biggest favor of a twelve-month by calling the nearest Fawcett office, and asking us to come up with the complete dope. Do it now—by phone, mail or telegram! Time for this bargain opportunity is getting short!



New
Fawcett Women's Group

FAWCETT PUBLICATIONS, INC.



CHICAGO	MINNEAPOLIS	NEW YORK	LOS ANGELES	SAN FRANCISCO
919 N. Michigan Ave.	529 S. Seventh St.	52 Vanderbilt Ave.	968 Bendix Bldg.	1625 Russ Bldg.

FARM PAPER SUMMARY FOR DECEMBER

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1933 Pages	1933 Lines	1932 Lines
Country Gentleman. 20	13,638	14,766	
Capper's Farmer & 13	8,909	6,918	
California Citigraph 13	8,739	9,796	
Successful Farming. 18	7,984	7,114	
Country Home 16	7,045	5,838	
Progressive Farmer & Southern Ruralist			
Miss. Valley Ed.. 9	6,630	6,189	
Georgia-Ala. Ed.. 9	6,604	6,119	
Texas Edition .. 9	6,419	6,804	
Ky.-Tenn. Ed. 8	6,096	6,176	
Carolinas-Virginia Edition	8	6,053	6,522
All Editions 7	4,820	5,671	
South. Agriculturist. 8	5,651	4,923	
Farm Journal	8	3,640	4,274
Western Farm Life 4	3,280	1,943	
Southern Planter . 4	3,144	1,571	
Breeder's Gazette .. 7	*3,032	2,393	
Bureau Farmer ... 4	1,748	1,398	
Wyoming Stockman- Farmer	2	1,520	1,758
*Nov. & Dec. issues combined.			

SEMI-MONTHLIES

Missouri Farmer ..	13	9,900	8,551
Oklahoma Farmer- Stockman	10	7,654	6,381
Arizona Producer..	7	5,651	4,673
Montana Farmer ..	7	5,536	3,017
Farm & Ranch ...	7	5,079	4,130
Kansas Farmer, Mail & Breeze ..	6	4,784	2,821
Utah Farmer	6	4,778	5,280
Missouri Ruralist ..	6	4,630	2,805
Hoard's Dairyman .	6	4,183	4,362
Arkansas Farmer ..	5	3,699	2,745
Ind. Farmer's Guide	4	3,337	2,948

BI-WEEKLIES (2 Issues)

Wallaces' Farmer & Iowa Homestead..	16	12,684	8,241
California Cultivator	12	9,203	†15,843
Pennsylvania Farmer	11	8,363	6,174
Amer. Agriculturist.	11	8,147	4,969
Local Zone Adv..	4	2,700	4,518
Wis. Agriculturist & Farmer	10	7,858	7,596
Nebraska Farmer..	10	7,292	8,023
Local Zone Adv..	9	6,669	
Washington Farmer	10	7,260	†8,178

	1933 Pages	1933 Lines	1932 Lines
Farmer & Farm, Stock & Home Minnesota Edition 9	7,228	7,482	
Local Zone Adv.. 6	4,772		
Dakotas-Mont. Ed. 6	4,749	6,376	
Prairie Farmer Illinois Edition .. 9	6,656	5,422	
Indiana Edition .. 5	3,825	4,949	
New Eng. Homestead 9	6,333	5,685	
Oregon Farmer ... 7	5,269	†7,646	
Idaho Farmer 7	5,076	†6,437	
Rural New Yorker. 6	4,958	4,798	
Ohio Farmer	6	4,794	3,887
Dakota Farmer 6	4,701	4,750	
Michigan Farmer . 5	3,813	3,297	
†Five Is.			

WEEKLIES (8 Issues)

Pacific Rural Press.	25	18,637	17,808
Dairymen's League			
News	2	*1,819	*1,943
*Four Is.			

FARM NEWSPAPERS (4 Issues)

Kansas City Weekly Star			
Missouri Edition.. 4	10,080	4,952	
Kansas Edition ... 4	9,808	4,358	
Ark.-Okla. Edition 3	8,576	4,358	
Dallas Semi-Weekly Farm News			
Tuesday Edition.. 2	4,791	1,914	
Friday Edition .. 2	†3,867	†2,811	
†Five Is.			

(Figures compiled by Advertising
Record Company)

New Addresses

Wood, Putnam and Wood Company,
Boston agency, now located at 209 Wash-
ington Street, that city.

The John Budd Company, publishers'
representative, after January 29, will be
located in the Graybar Building, New
York.

Huebsch Appointed

N. L. Huebsch has been appointed
Eastern advertising manager at New
York of The Brewer and Malster and
Liquor Industries Wholesale.

Gets Wine Account

The Taylor Wine Company, Ham-
mondspont, N. Y., has appointed Moser
& Cotins, Inc., Utica, N. Y., to handle
its advertising.

Absorbs "Creative Art"

The American Magazine of Art, Wash-
ington, D. C., has absorbed Creative Art
Magazine, New York.



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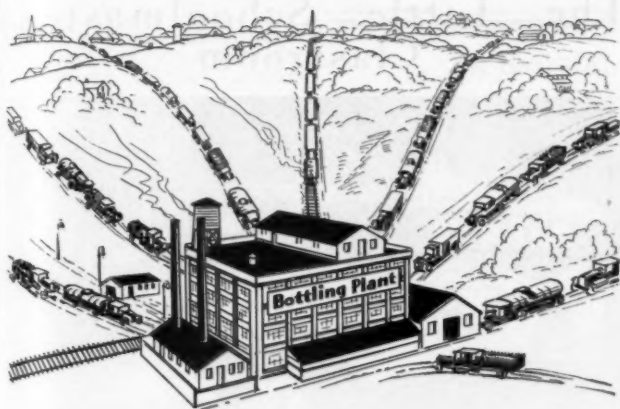
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Every Day 23,500 Trucks Travel 203,000 Loaded Miles

It's a stupendous trucking job—this transportation of the milk of a million cows from the dairy farms of Dairymen's League News subscribers to the homes of city consumers.

Think of the gasoline consumed, the tires replaced.

What a market for trucks and accessories!

The Dairymen's League News is the only dairy paper published in the New York Milk Shed. Its 57,000 subscribers include two out of every three producers of market milk in this territory, also 5,000 truckmen, plant superintendents and others interested in the marketing of milk and its by-products.

Besides, there are 1,097 automobiles to every 1,000 subscribers of the Dairymen's League News.

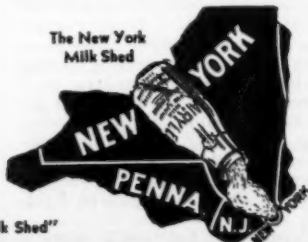
Our Milk Truck survey, just completed, gives concrete facts and figures. Ask us for a copy.

DAIRYMEN'S League NEWS

NEW YORK
11 West 42nd St.
R. L. Culver
Bus. Mgr.
Tel. Penn. 6-4760

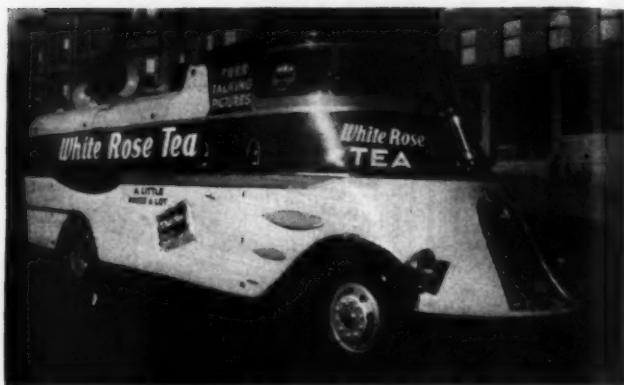
CHICAGO
10 So. LaSalle St.
J. A. Meyer
Tel. Franklin 1429

The New York
Milk Shed



"The Dairy Paper of the New York Milk Shed"

The Little Schoolmaster's Classroom



THROUGHOUT areas in which it has distribution, Seeman Brothers, Inc., is routing the giant sound truck shown above as a promotion effort on its White Rose Tea. This vehicle is a combination home, movie palace, transport and observation tower.

For the last month the operator of the truck, perched in the conning tower, has been noising his way by means of the powerful siren and fog horn with which the truck is equipped through towns in New Jersey, Long Island and Brooklyn.

In the interior of the truck at the front is a metal-lined talking picture projection room. Next comes a green-tiled bathroom, with hot and cold running water. The sleeping quarters are mahogany-paneled and the kitchenette, including electric stove, refrigerator and roomy cupboards, is situated across the aisle. The sitting room occupies the entire rear section, talking pictures being projected on to a screen at the back. A powerful gas driven generator supplies the electric power for the various contrivances, which include a radio, phonograph, electric wall heaters and elaborate multi-colored lighting system.

Visitors to the vehicle, when it parks at the curb, are served with

White Rose tea in dainty modernistic glass cups by a pretty waitress; at the same time a large crowd usually assembles quickly outside where it is entertained by talking pictures thrown on a screen some distance back of this \$36,000 truck.

* * *

Your Schoolmaster often wonders why a coupon usually reads as if it had been dictated by a lawyer.

Come to think about it, there usually is a sort of stuffiness, also, about questionnaires. A man who normally is straight-spoken and simple and sincere will sit down and write a questionnaire preamble about as follows:

"In order that we may serve better your carpet-tack requirements, we are asking you thirty-four carpet-tack questions. Your answers—especially your answer to the one requesting you to think up eleven new carpet-tack uses—will not only enable us to anticipate your carpet-tack needs more intelligently, but also make it possible for us to co-operate even more wholeheartedly with the national program for industrial recovery."

Somehow, that sort of stuff always sounds a little strained.

Hence, your mentor finds the re-

Jan. 18, 1934

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freshment of happy contrast in a combination coupon and questionnaire tucked into the bottom of the "Just Between Us Two" column in the *Iron Age*.

It seems that an *Iron Age* reader has suggested that the publication enclose in each copy a postcard ballot requesting readers to vote on the "attractiveness of the various advertisements and offer a prize to the advertiser receiving the greatest number of favorable comments."

Iron Age manages the matter as follows:

"Because the post office guards its second-class postage regulations more jealously than a Phi Beta Kappa guards his key, we can't enclose a postcard. But a coupon knows no law. So you are prayerfully asked to indicate below your three selections."

(Then the coupon by which the reader is to indicate his first, second, and third-choice advertisements.)

And then:

"We probably have considerable crust, asking you to go to this trouble, when your only reward will be a stilted letter of thanks containing a three-cent stamp to pay for the postage; but you know how publishers are."

* * *

From Charles R. Wiers, vice-president, De Long Hook & Eye Company, the Class receives a copy of a letter which was sent by that company to each of the several hundred salesmen connected with the wholesale establishments with which it enjoys an active association.

The Schoolmaster has frequently frowned upon the types of commercial bribery which are often carried on under the guise of giving Christmas presents. He has also taken occasion to commend those advertisers who send a friendly word of greeting to people with whom they do business. Of course, the average Christmas card is all right in its way but it does not weigh very heavily.

Therefore, it is with pleasure that the Schoolmaster quotes from the De Long letter as an example

AN UNUSUAL Research and Promotion Executive Available

to some forward-looking publisher, agency or advertiser offering the benefits of fifteen years' experience—an exceptionally practical combination of Research and Promotion—all with concerns of the highest standing. Especially experienced in copy testing.

Two college degrees. Family. Pleasing personality. Agreeable business associate. Serious and conscientious. Highest references. Reasonable salary requirement. For complete information or interview,

Address "D," Box 158
care of Printers' Ink

TO AGENCIES AND THEIR CLIENTS

CONSULTING AND ANALYTICAL CHEMISTS

Analyses Made Formulas Developed

New Uses Fresh Appeals

Research Investigations and

Clinical Testing of Medicines

SPECIALISTS IN

Drugs
Foods
Toilet Preparations
Flavoring Extracts
Beverages

Proprietary
Medicines
Essential Oils
Special Formulas
Insecticides

SEIL, PUTT & RUSBY, INC.

16 East 34th St., N. Y. City—ASHland 4-4349

REPRESENTATIVE WANTED

Experienced, to sell space to national advertisers and agencies in New York, Detroit, Chicago and Los Angeles, on a liberal but strictly commission basis.

We are publishers of a class magazine of national circulation, featuring equine sports. Our readers possess high buying power. An ideal medium for advertisers desiring to reach the socially and financially prominent.

Give full particulars and names of publications represented. All replies held strictly confidential. "B," Box 156, P. I.

Hochstadter Laboratories

Testing Engineers for Advertisers and Advertising Agencies

Technical Experts and Consultants
General Chemical Analyses

227 FRONT STREET • NEW YORK CITY

NATIONAL SALES PROMOTION AT ITS BEST

Give me a good and useful product, perhaps an idea or service, PLUS congenial, progressive associates—soundly financed—and I can produce maximum volume at minimum cost—quickly.

Unusually sales minded and creatively constructive.

Remuneration can be on contingent basis or otherwise; the opportunity must be permanent, genuine and really worthwhile. Address "A," Box 155, Printers' Ink.

Industrial copy man wanted

A large general New York Agency would like a trained advertising and sales executive to function in the preparation and handling of technical and industrial advertising. State qualifications and experience fully together with salary desired. "X," Box 153, Printers' Ink.

LET MOVIE STARS BE YOUR SALESMEN.

• we specialize in tie-ups for star
endorsements and illustrations
for national advertisers

DAVID HILLMAN

707 Oviatt Bldg. Los Angeles, Calif.

of a Christmas greeting that is as individual as it is friendly.

Friend and Fellow Worker:

A review of the year now closing reveals and emphasizes the agreeable relations we are enjoying with your company in which you are no doubt a prominent factor.

Obviously the results in the big book would not be there without your co-operation. It's to you, then, as a man and your ability as a helpful seller of better merchandising ideas that all the sellers of merchandise to your company owe a debt of gratitude.

This we realize is not easy to pay—in fact we would fall far short if we were to undertake the payment of it. However, we can compensate you in part, but not with money, through an expression of cheerful good will which we bear toward you and which stands out at this happy season.

As we mingle with the spirit of a go-giver, who is always to be preferred to a go-getter, we find ourselves happily inspired by the greatest of all events in that lowly Manger in Bethlehem. There Christmas had its birth and there originated the spirit which has been the chief contributor to our progress throughout the years. So today we bow in reverence to the past and greet you with an echo of its memories through the old but ever new wish for the Merriest Christmas it has ever been the privilege of you and yours to enjoy.

Shortly after Christmas and its pleasures disappear will come the dawn of a new year with a wealth of new opportunities and possibilities. There are good reasons for believing it will be a new and a better year for all. Let's welcome it with open minds and open hearts. Let's agree that its newness and goodness will reward us in proportion to what we do to make ourselves worthy to receive.

Believing, then, as we do in the

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Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
 First Forms Close Friday Noon; Final Closing Saturday

HELP WANTED

Large mgr. in women's style mdse. field N. Y. wants seasoned young sales promotion asst. with broad, successful advertising and selling exp. Rare spot for able man. Christian. Box 617, Printers' Ink.

Advertising Manager, thorough experience of national accounts direct and agencies; weekly publication, national circulation. Must have ability to close contracts. Headquarters in N. Y. Write giving full details of past accomplishments, remuneration desired, etc. All information held in strictest confidence. Box 614, P. I.

COPYWRITER

One of Philadelphia's fastest growing advertising agencies is seeking young copywriter with sufficient agency experience to turn out finished, effective copy with a minimum of supervision. State complete experience, salary requirement and send samples of work with first letter. Members of our organization know of this advertisement. Box 616, Printers' Ink.

Mail Order Man

A leading New York company wants an experienced mail order man to sell their nationally known services. Application should give complete details; age; nationality; experience outlined in detail; salary expected; references. Otherwise no interview will be arranged. Box 619, Printers' Ink.

OPPORTUNITY! If you stand well with the leading advertisers in your community, there is a way to capitalize on it by representing the Bastian line of highest quality advertising specialties—sales stimulants—name plates—signs, etc. Our 1933 sales increased tremendously and several new men established themselves in territories which will pay them handsome incomes for life. Exclusive representation open in some cities, substantial commissions, million dollar concern, founded 1895. Our products are in demand—you can sell them. Write today. Bastian Bros. Co., Rochester, N. Y.

MISCELLANEOUS

INSPIRATIONAL EDITORIALS

that really pep-up, inspire and help. Circulation builders. Stimulate employees. This writer knows how. Write for samples. Box 607, Printers' Ink.

Defeat Depression with increased income from 40 Printing Publishing Plans which we send prepaid for \$1.00. Or 50 Mail Order Plans \$1.00. 33 Advertising Plans \$1.00. All original, unusual, practical, profitable. Satisfaction Guaranteed. Associated Management Service, Recovery Division, 1700 Sansom St., Philadelphia, Pa.

POSITIONS WANTED

SALES PROMOTION MAN, star letter writer, last 4 years "on his own," wants hard work—at easy pay. College graduate, 36, married. Box 612, Printers' Ink.

Account Executive—Woman—who has few small accounts wishes to join a small growing agency who could use her wide varied experience. New York only. Box 618, Printers' Ink.

Artist—26. Idea man, high type finishes, booklets, cartons, ads, displays, etc. Lettering, furniture, mechanical, figures, etc., wants free space or position. Box 606, Printers' Ink.

YOUNG LADY: EXECUTIVE ABILITY; ATTRACTIVE PERSONALITY; SEEKS RESPONSIBLE SECRETARIAL POSITION. BOX 611, PRINTERS' INK.

Artist—29—direct mail, displays, book jackets, containers, labels, car cards, lettering (flat colors) wishes position, salary secondary to opportunity, samples available. Box 613, Printers' Ink.

► A PRODUCER OF SALES ◀

Up-to-date record of results selling advertising. Writes effective copy. Makes striking layouts. Knows merchandising. Executive ability. Thirty-two and married. Box 610, Printers' Ink.

SEASONED ADVERTISING DIRECTOR

Manager of large N. Y. copy, plan, art, and contact dept. I have written and created over \$2,000,000 worth of successful copy and plans. Age 35. Box 609, P. I.

Radio Manager—Copywriter. Now Radio Mgr. for company agency of proprietary mgr. in middle west. Experienced copywriter in newspaper, radio, direct mail, 9 years in mgr., whse., dept. store, and mail order adv. Executive ability, common sense ideas. Want permanent connection with responsibility and opportunity. College man, Christian, married, 28, A1 Ref. Go Anywhere. Box 608, P. I.

"DEPRESSION" AD MANAGER

With present paper 6 yrs. Starting on ad staff, I "rode" in with the "depression" as adv. mgr. Still filling the bill on the second paper. Creative,—Newspaper sense. 13 yrs. adv. selling and directing. 33, married, 1 child. Understand promotion phase through successful projects: Prefer connection with smaller paper or where individual effort and ability will offer greater opportunity for advancement and security. I can lead and listen, too! Prefer personal interview if possible. Immediate connection not imperative. Box 615, Printers' Ink.

power and influence of the individual, we stretch our hand across the span of the miles to thank you for anything and everything you have done in the interests of our items in 1933 and to wish you 365 days of greater success and happiness in 1934. May your company, with the aid of your loyalty and helpfulness, climb to new heights and may our association become increasingly pleasant and profitable for you and likewise for us.

Most sincerely and cordially,
DE LONG COMPANY,
 (Signed) CHAS. R. WIERS,
Vice-President.

* * *

In the hope of suggested improvement and a possible saving to other merchants, a member of the Class submits a piece of direct-mail matter presumably mailed in goodly numbers by a large retailer who is criticized by the receiver on five points.

1. It is cleverly designed to resemble a monthly statement but is mailed to one who has no account

with the house and never did at any time. Bills are always annoying but even a hint of one is offensive when not justified as in this instance.

2. Even in times of stress it has not been considered as good form to mail bills unsealed and under circular postage.

3. It shows carelessness in that it is addressed to a man while the contents would interest only a woman.

4. It is mailed to an apartment in an apartment hotel where the product mentioned in the circular would not be usable necessarily showing the mailing list is not selected with care.

5. The fact that two stamps are used when one would suffice, a little point to be sure, but proving a lack of regard for the expense of time.

Five apparently trivial matters yet genuine evidence of faults likely to slip into any mailing system unless things are carefully watched and equally likely to annoy the receiver rather than create good-will.

Cunard Makes Another Record

The Cunard Line, a large and consistent advertiser of ocean travel, for the eleventh successive year in 1933 carried more passengers than any other line or group of lines, according to a recent report on passenger traffic. Cruise carryings of the line last year exceeded 1932, reaching a total of 7,303 passengers. Total passengers carried by Cunard and associated lines for 1933 totaled 127,065.

Duer & Connett Appoint K. H. & P.

The new wholesale wine and liquor importing firm of Duer & Connett, Inc., New York, has appointed Kimball, Hubbard & Powell, Inc., to direct its advertising. The importing firm is headed by Beverly Duer, recently vice-president of the National Bank of Commerce in New York.

Detchon with Gunnison

Irwin L. Detchon, formerly of the Homer McKee Company of Indianapolis, and who for several years conducted his own agency in Miami, is now associated with Stanley E. Gunnison, Inc., New York, as an account executive.

Gannett Buys Morgenthau's Farm Paper

Frank E. Gannett, publisher of the Rochester *Times-Union* and other Gannett Newspapers, heads a group of associates who have purchased *The American Agriculturist*, New York. The purchase was made from Henry Morgenthau, Jr., who has owned this farm paper since 1921, and whose duties as Secretary of the Treasury in the Roosevelt Cabinet have made it necessary that he divest himself of private business interests.

Forty Years a P. I. Reader

LOGAN JONES DRY GOODS COMPANY
 KANSAS CITY, MO.

Editor of PRINTERS' INK:

As a merchant, I have been reading PRINTERS' INK for forty years, or more, and naturally believe it to be the most valuable publication on matters relating to effective publicity and advertising.

J. LOGAN JONES,
President.

Death of C. M. Daniell

Charles Martin Daniell, forty, space buyer and for twenty-two years connected with the Cramer-Krasselt Company, Milwaukee advertising agency, died at Milwaukee, January 11.

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Printing . . .

AS YOU DESIRE IT!

No printing job is ever put through the Charles Francis Press as merely a matter of type, ink and press-work. To us, every piece of printing is a message to be read by your prospective purchasers.

Perhaps, that is why so many of our customers feel that they can entrust their printing to us with full confidence that the job will be done just as they desire it, and in the most workmanlike manner.

There is no charge for this extra interest in your printing. It's just a part of our creed. The payment for it comes through the enthusiasm of customers who feel that they have found one printer who understands the real purpose of printing. If you are looking for such a printer, let's get together.



MEdallion 3-3500



CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK



DURING 1933
THE TRIBUNE
WAS THE ONLY
CHICAGO NEWSPAPER
TO SCORE
A GAIN
IN DISPLAY
ADVERTISING

The Gain:
321,434 LINES

ALL OTHER CHICAGO
NEWSPAPERS SUSTAINED
INDIVIDUAL LOSSES, THE COMBINED
LOSS TOTALING 3,534,310 LINES

Chicago Tribune



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